NOVEMBER 1958

CONCRETE

For producers of concrete block, precast and prestressed concrete products and ready mixed concrete

Dedicate New ACI Headquarters
Pictures and construction details page 28

Irridestone? . . . It's a new multi-colored aggregate. (page 26)

The young burgeoning prestressed industry goes to market. (page 31)

WORLD'S LONGEST SUSPENSION BRIDGE

Better Control of Lightweight Concrete Workability and Shrinkage with POZZOLITH*

Mackinac Bridge, Michigan

Owner: Mackinac Bridge Authority

Consulting Engineer: Dr. D. B. Steinman

Associate Consultant: Glenn B. Woodruff

Substructure Contractor: Merritt-Chapman & Scott Corp.

Superstructure Contractor: American Bridge Div. U. S. Steel Corp.

POZZOLITH Ready-Mixed Concrete: Louis Garavaglia Co.

Below: Determining Workability with Kelly Ball — observing penetration into fresh concrete.

Workable, lightweight concrete, with 2½"-3" slump . . .

Good cohesiveness and reduced shrinkage . . .

Strength: 4250 psi average at 28 days — 3000 psi specified . . .

. . . these are several of the benefits obtained with POZZOLITH in the lightweight concrete filled floor sections of this $100-million structure.

One of our fieldmen will be glad to demonstrate — at your desk or on the job — the important advantages of POZZOLITH for *your* projects.

*POZZOLITH — Master Builders trademark for its time-tested water-reducing, air-entraining admixture for concrete.

THE MASTER BUILDERS CO.

DIVISION OF AMERICAN-MARIETTA CO.

General Offices: Cleveland 3, Ohio • Toronto 9, Ontario • *Export:* New York 17, N. Y.

Branch Offices In All Principal Cities • *Cable: Mastmethod, N. Y.*

YOU ARE PAYING FOR 2-WAY RADIO

The cost of *not* having 2-way radio is actually taking dollars out of your pocket every day . . . *more* money than it would cost to own your own Motorola 2-way radio system. Here's why!

Drivers radio in direct from their vehicles—*save* the delay, inconvenience and cost of telephoning. With radio contact, you can move your drivers *directly* from job to job—as they *save* miles, they also *save valuable time*. There's less back-tracking, less "dead-heading"—more efficient use of drivers and vehicles.

AND HERE'S PROOF. Even if your truck costs are as low as $4.00 an hour ($2.00 for driver and $2.00 for truck)—saving as little as *3 minutes* an hour will more than pay for your Motorola radio. Figured on a mileage basis (at a minimum cost of 7c per mile)—saving as little as *10 miles* a day for each truck will pay for more than half of the cost of your Motorola 2-way radio system.

Get the full money saving, money making story on Motorola 2-way radio . . . complete product line —engineering service—installation—maintenance —lease/finance plans, for every need.

MOTOROLA 2-WAY RADIO

Motorola Communications & Electronics, Inc. • A Subsidiary of Motorola, Inc. • 4501 W. Augusta Boulevard, Chicago 51, Illinois

For more information use postcard facing page 56.

Get Your Share of the Highly Profitable Split Block Business with

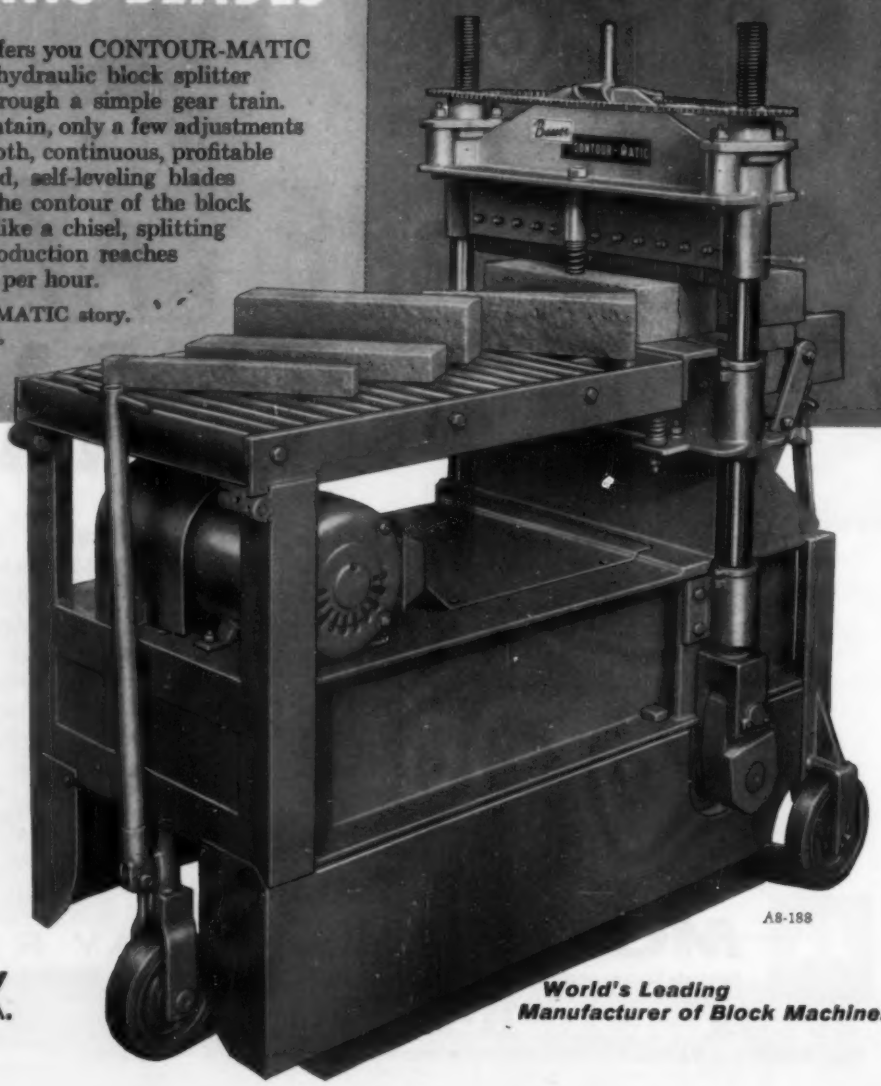
Besser CONTOUR-MATIC

the Faster, All-Mechanical Block Splitter with the SELF-LEVELING BLADES

- ★ Positive Gear Drive
- ★ Completely Safe Operation
- ★ Sharp, Straight Line Splits
- ★ Quick Height Adjustment
- ★ No Culls
- ★ Compact, Mobile Unit

Now — Besser Company offers you CONTOUR-MATIC — the all-mechanical non-hydraulic block splitter with power transmitted through a simple gear train. So easy to operate and maintain, only a few adjustments are necessary. Assures smooth, continuous, profitable operation. Twelve patented, self-leveling blades automatically conform to the contour of the block or stone. Each blade acts like a chisel, splitting material 1" to 8" high. Production reaches as high as 2000 split pieces per hour.

Get the complete CONTOUR-MATIC story. Write for new Bulletin No. 134, just off the press.



BESSER line of BLOCK SPLITTERS and TRIMMERS

CM-24" Power Model Splitter
CM-16" Power Model Splitter
CM-16" Hand Operated Splitter
CM-12" Hand Operated Trimmer
CM-9" Hand Operated Trimmer
SB-9" Hand Operated Trimmer
Pony Junior Trimmer

A8-188

BESSER Company
Dept. 127, Alpena, Mich., U.S.A.

World's Leading Manufacturer of Block Machinery

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FEATURES FOR THIS MONTH

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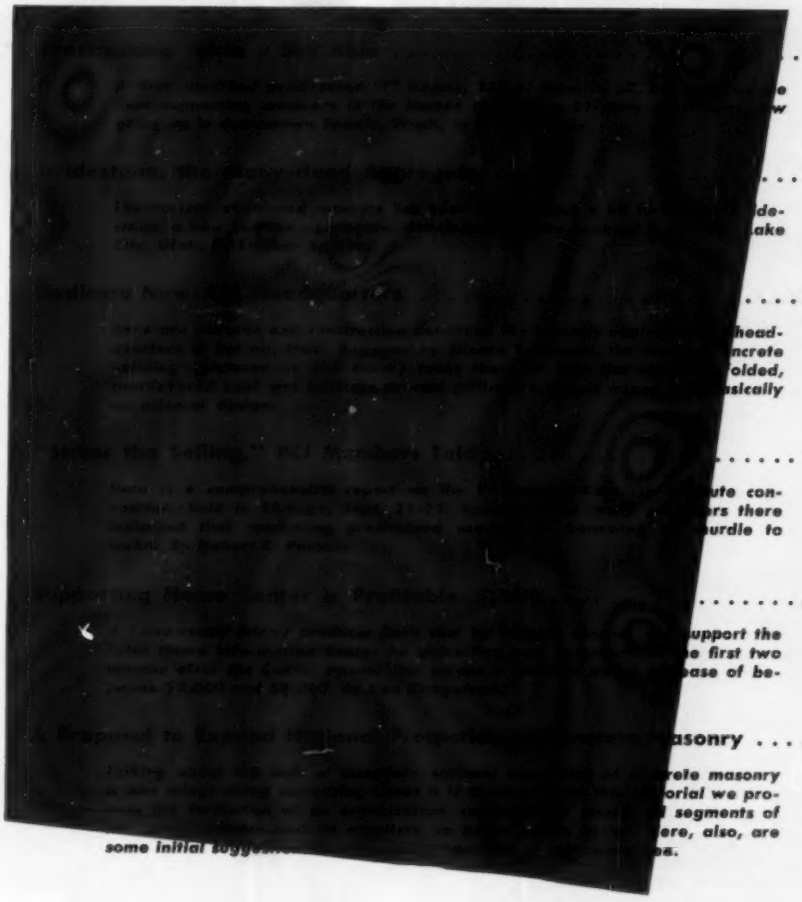

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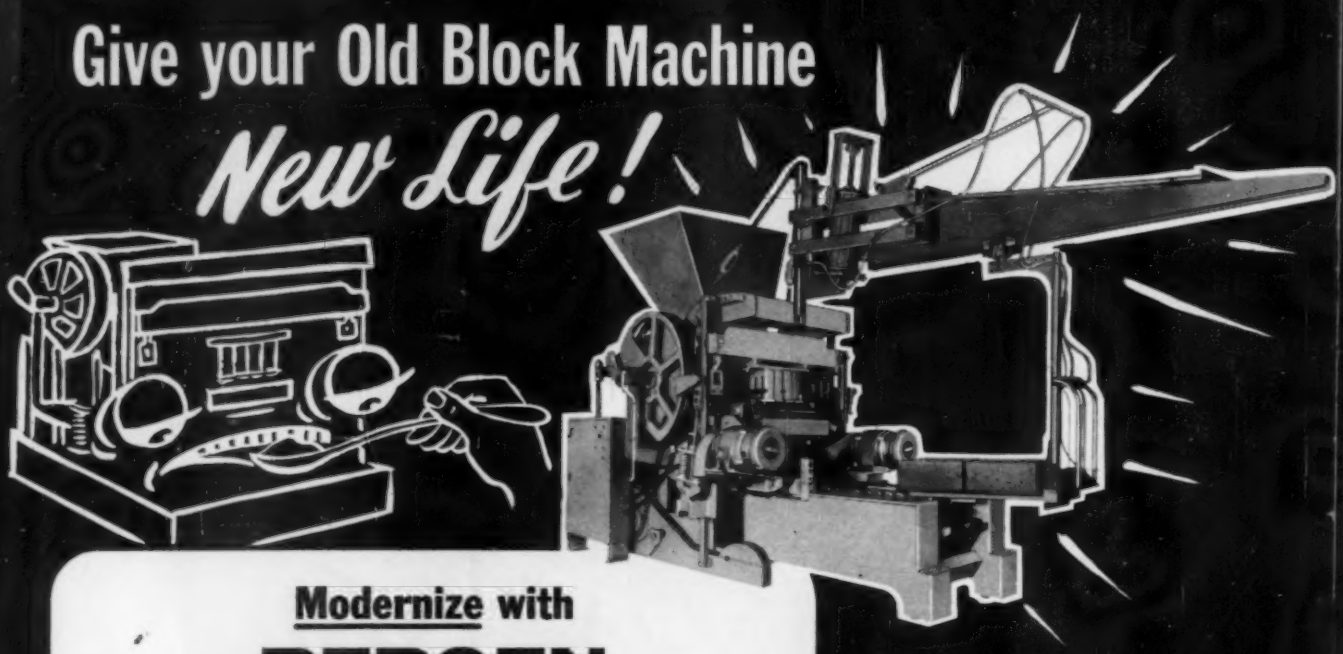
Give your Old Block Machine *New Life!*



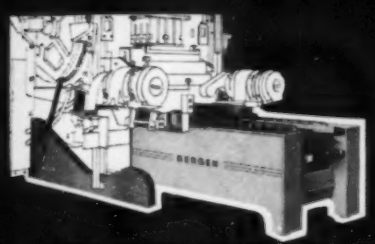
Modernize with

BERGEN

High-Production Auxiliary Equipment

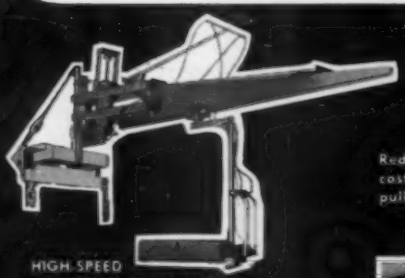
Next best thing to a new Bergen TRI-MATIC, is your present block machine stepped up in performance with modern, high-production Bergen auxiliary equipment. You eliminate operating troubles, slow production, hand labor. Instead, you get high-speed, dependable, automatically-controlled production of more blocks per hour, at lower cost per block.

Learn how easily and economically you can get new profits out of your old machine. Write or 'phone us, giving details of your present machine . . . make, age, condition.



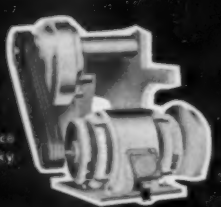
AUTOMATIC FRONT PALLET FEEDER

Replaces chain conveyor assembly and hand labor; provides smooth automatic, high-speed block handling.



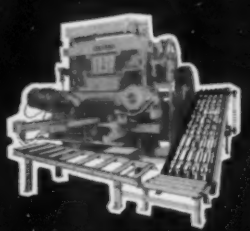
HIGH-SPEED OFF-BEARING HOIST

Eliminates hand lifting; finger-tip control reduces operator fatigue, speeds up off-bearing.



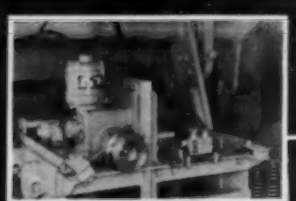
TORQUE ARM REDUCER DRIVE

Reduces wear and maintenance costs. Eliminates heavy, bulky pulley drive.



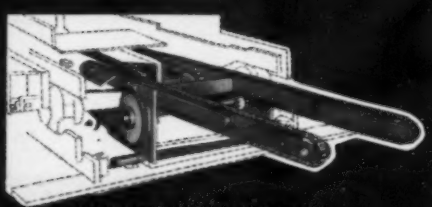
SIDE PALLET FEEDER

An efficient, economical pallet feeder; cuts hand-labor in half.



ZEROMATIC HEIGHT AND DENSITY CONTROL

Automatically assures quality blocks of uniform texture, height, and density, without loss of speed.



POWERIZED FRONT CONVEYOR

Replaces your front roller conveyor; permits maximum machine speed; eliminates block breakage.

ALSO

- HIGH SPEED CAMS
- MODERN POWER CONTROL PANELS
- MAGNETIC MOTOR BRAKES
- LeSUEUR MOISTURE METER for automatic Batch Mixing moisture control

BERGEN MACHINE and TOOL CO., Inc.

NUTLEY, NEW JERSEY

Telephone: Nutley (N.J.) 2-7300
Cable: "BERGENCO" (Nutley, N.J.)

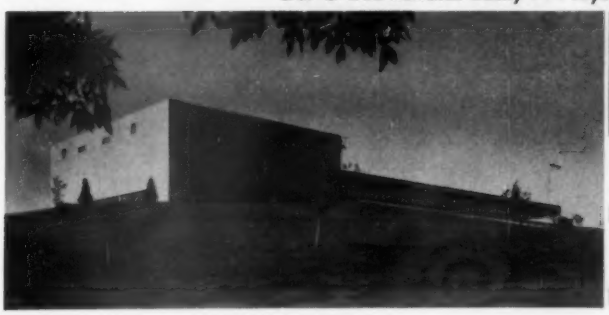
Bergen manufactures a complete line of Block Plant Equipment—Batch Mixers, Skip Hoists, Off-bearing Hoists, Height and Density Control Panels, Mold Repair Tables, and a full line of mold attachments and replacement parts.

DUR-O-WAL® SAFEGUARDS THE BEAUTY OF MASONRY CONSTRUCTION

Throughout the United States genuine Dur-O-waL Steel Reinforcing is being used in the mortar bed to provide lasting protection for the classic beauty of masonry construction

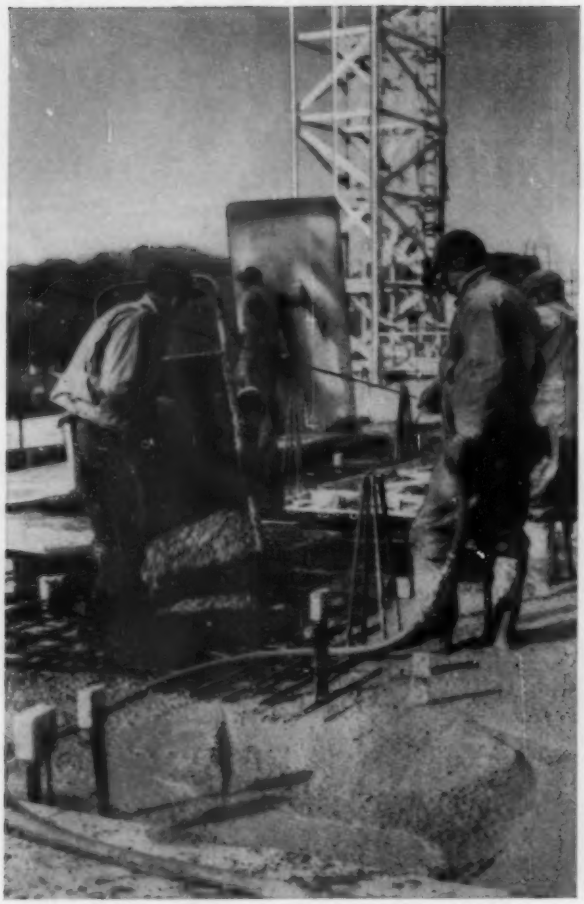
You can provide timeless protection for the flawless beauty of masonry with time-tested Dur-O-waL. This high-tensile steel re-inforcing is trussed designed and custom fabricated to give masonry walls a backbone of steel.

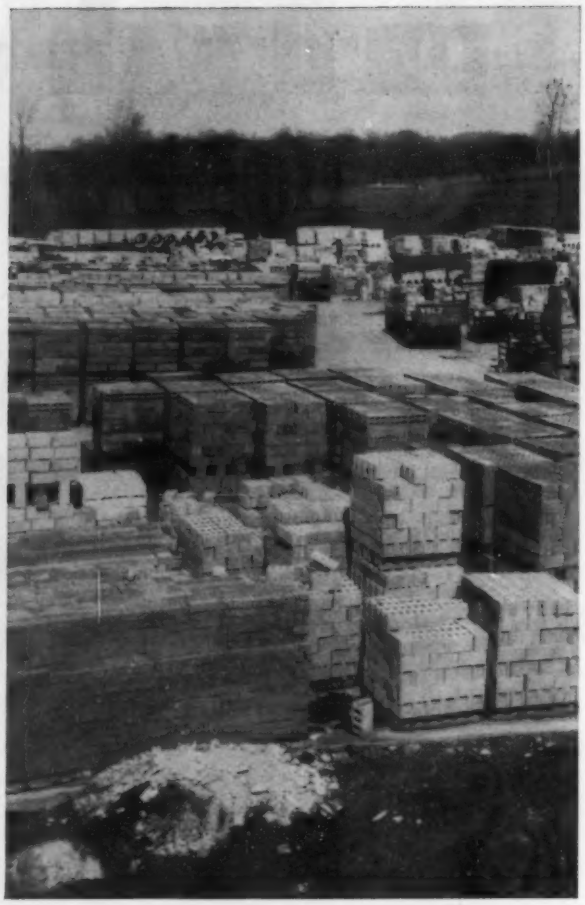
Dur-O-waL handles easily . . . lays fast . . . available everywhere.



DUR-O-WAL®
Rigid Backbone of Steel For Every Masonry Wall

Dur-O-waL Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-waL Prod., Inc., Box 628, **SYRACUSE, N. Y.** Dur-O-waL Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-waL Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-waL of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-waL Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-waL of Colorado, 29th and Court St., **PUEBLO, COLORADO** Dur-O-waL Inc., 165 Utah Street, **TOLEDO, OHIO**





COLUMBIA CALCIUM CHLORIDE

gives concrete tested protection against winter temperatures

READY MIX SETS FASTER, STRONGER

Hot job schedules and winter weather get along together when Columbia Calcium Chloride is part of the pour. Below 70°F, concrete treated with calcium chloride reaches both initial and final set an average of *three times faster* than untreated mixes. At 40°F, both 3 and 7 day strengths are doubled when calcium chloride is used. This adds up to faster finishing, earlier job wind-up for cost conscious contractors.

CONCRETE PRODUCTS GET FASTER, SAFER CURE

Pre-cast units, block, pipe—Columbia Calcium Chloride upgrades quality while cutting manufacturing and inventory costs. Cold weather curing is accelerated by days without danger. Holding, steaming, and soaking times may be cut; products can be stacked and handled with far less danger of chipping. And the lower the temperatures, the more pronounced the results.

WRITE TODAY FOR COMPLETE INFORMATION . . . MENTION WHETHER INTERESTED IN READY MIX OR CONCRETE PRODUCTS

COLUMBIA-SOUTHERN CHEMICAL CORPORATION

A Subsidiary of Pittsburgh Plate Glass Company • One Gateway Center, Pittsburgh 22, Pennsylvania

DISTRICT OFFICES Cincinnati, Charlotte, Chicago, Cleveland, Boston, New York, St. Louis, Minneapolis, New Orleans, Dallas, Houston, Pittsburgh, Philadelphia, San Francisco. IN CANADA Standard Chemical Limited

STEWART HYDRAMIX

NO AUXILIARY ENGINE
CHAIN DRIVE
COMPLICATED CONTROLS

FIRST with HYDRAULICS

Stewart saves you a lot of repairs . . . by eliminating the old auxiliary engine and chain drive. What's more . . . the Stewart hydraulic power unit cushions shock loads and eliminates overloads . . . preventing damage often occurring to other types of mixers. And, with only two exposed working parts (the drum rollers) the Stewart Hydramix is just naturally more rugged . . . and ready for action, continuously. You'll like Stewart's many other exclusive features: Constant drum RPM (regardless of truck engine RPM) . . . positive action, lifetime worm-gear drive . . . 90-gallon pressure water tank (standard equipment) . . . simple remote control system . . . hydraulic chute hoist (standard equipment) . . . one frame and one engine for both truck and mixer. No unnecessary dead weight to cut payload. Available on the truck of your choice.

Get complete information on all the new features of the Stewart Hydramix. Write or call today for 8-page illustrated brochure.

Exclusive Distributor For STEWART Hydramix

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Suite 302 Security National Bank Bldg., Phone 5170, Duncan, Oklahoma

SUBSIDIARY OF Halliburton OIL WELL CEMENTING CO.

WRITE FOR BROCHURE

AMPOZ, Security Natl. Bank Bldg., Duncan, Okla.
Gentlemen:
Please send 8 pg. brochure on the new STEWART HYDRAMIX.
Name.....
Address.....
City.....State.....

TODAY'S BEST BUYS IN RECONDITIONED CONCRETE BLOCK PLANT EQUIPMENT!

Here's an unusual opportunity for you to add that piece of high production equipment to your plant at an extremely low cost. These machines, traded-in on new Columbia's, are completely reconditioned and are offered to you at the lowest prices we know of.
Easy-To-Pay Plan: All used equipment listed can be bought on terms to fit your budget.

BESSER 3-Block Super Vibrapac

Performs like new! Has M & M height and density control; new type pallet receiver; new type stripper head frame; new, enlarged shafting; new feed arm assembly; reconditioned pallet feed. **Priced at less than 1/3 new cost!**

Ladwig gib crane offbearer; numerous standard modular molds as well as Dox Blox, headers, patio brick and other specialties including some 18" long molds.

STEARNS 15" Automatic Plain Pallet Block Machine

Here's a big Stearns 3-block machine that's automatic, requires only one man for complete operation. Fingertip control within easy reach of offbearer, adjustable to operate from 4 to 6 cycles per minute. Handles plain steel pallets. Multiples of block sizes are made on the same pallets such as three 8", four 6", six 4", two 12", etc., including standard brick and specialty blocks. Best of all—**you can buy it on a per block basis!**

MULTICO Automatic 2-Block Machine

Fully automatic, hydraulic offbearer, gravity rollaway, Racine pumping unit, 4", 6", 8", 12" width molds. Many other fittings to make brick, fractional and specialty blocks. Specially priced to save you money. **Act NOW!**

FLEMING Automatic Block Machine

Excellent condition, completely reconditioned, ready to produce for you. Has 4", 6" and 8" molds. Your chance to enjoy big returns on a small investment. **Priced to sell fast!**

GO CORP. SENIOR, Model 6000

Top condition; ready to boost production, increase your profits! Has 4", 8", 10", 12" and chimney block molds. You set the price, terms. **No reasonable offer refused!**

LITHIBAR 2-Block Machine

Ready to go to work. 46 racks, pneumatic offbearer, 15 h.p. air compressor. Complete with 1500 pallets, ¼"x18"x18"; 4", 6", 8", 10", 12" and chimney block molds. **Bargain price makes this a real buy!**

2 KENT 2-BLOCK MACHINES

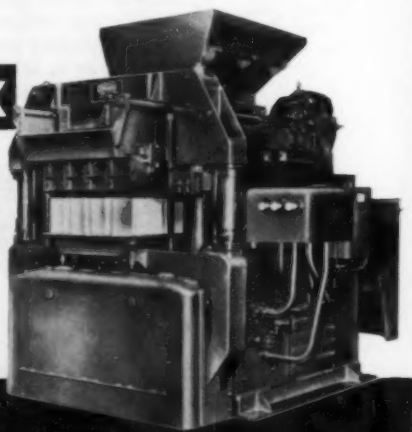
Marvelous opportunity for a two machine installation! All equipment in top condition. Includes 2400 assorted cored pallets; two 4", two 8" and one 12" molds; a Kent pallet dunker; and one 5 h.p. air compressor. The low price for this two machine installation will amaze you. **Act NOW!**

DUNN HYDRA BRIKCRETE

Re-built throughout; ready to pay for itself. Semi-automatic, hydraulically operated, electronically controlled. 4 cycles a minute on 4"x4"x12" or 8"x4"x12" units. **Priced low to sell fast!**

COLUMBIA MODEL 12, 3-BLOCK

Top condition, rebuilt at factory, fully guaranteed. Here's a production giant that's been traded-in on new Columbia 12" high. Produces 8"x8"x16" blocks at rate of 1000 or more per hour, or larger multiples of smaller sized blocks. Fully equipped, hydraulically operated with automatic electronic control, height and density control—everything a new machine has, but at a much lower price. **Priced to sell NOW!**

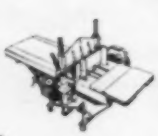


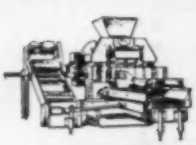
Ask your Columbia representative for additional information on machines shown here and other used equipment, or write factory.

Columbia MACHINE Home Office: 107 S. Grand, Vancouver, Wash.
Factory Branch and Warehouse: MATTOON, ILLINOIS Parts Depot and Office: BURBANK, CALIFORNIA

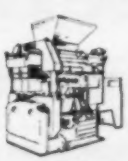
MANUFACTURERS AND WORLD WIDE DISTRIBUTORS OF A COMPLETE LINE OF PLANT EQUIPMENT FOR PRODUCTION OF CONCRETE PRODUCTS

CEMENT SILOS
BATCH BINS
ELEVATORS
SKIP HOISTS
OFF BEARERS
PALLETS • RACKS

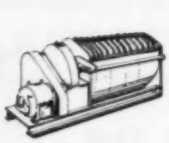

BLOCK SPLITTERS


MAGNETIC RETURN

3-BLOCK


2½-BLOCK

2-BLOCK


BATCH MIXERS

PRECISION MOLDS
TURNTABLES
PUMPING UNITS
CLEANERS & OILERS
AUTOMATIC LOADER AND UNLOADER

FROM THE NEWS DESK

Death Ends Long Service of Mrs. Jesse H. Besser

Mrs. Jesse H. Besser, first vice president of the Besser Company and wife of the company's president and founder, died Sept. 23, at her home in Alpena, Mich. Funeral services were held, Friday, Sept. 26, at the First Congregational Church in Alpena. Burial was in Evergreen Cemetery. Pall bearers were: R. M. Douglas, Ray Bailey, Joseph Pinson, Delmar Fox, Grant Benjey and Haakon Paulson, all executives of the Besser Company.

In reporting the death of Mrs. Besser, the Alpena News said: "She died at her home, 232 First, which is the same address as that of the house in which she was born Sept. 19, 1882, the youngest daughter of Mr. & Mrs. David Mulvena.

"An Alpena High School Graduate, Anna Mulvena was married to Jesse Besser, August 30, 1906. Surviving with her husband are a sister, Mrs. Austin L. (Elizabeth Mulvena) Rogers; three nephews, Philip M. Park of Alpena; David L. Mulvena of Oxford, Pa.; and Milton Mulvena of Alpena; and two nieces, Mrs. W. W. Davis of Englewood, Fla., and Mrs. A. F. Bradley of Springport, Mich.

"The Bessers were a team of two at conventions of the industry, and that led to her wide acquaintanceship with important people around the nation.

"Mrs. Besser collaborated closely with her husband in establishment and operation of the Besser Foundation, a non-profit perpetual organization for the accomplishment of beneficient purposes. The Besser Foundation was incorporated in 1942. The philanthropy of the Bessers, through the Foundation and otherwise, is a community byword.

"Mrs. Besser was a member of the First Congregational Church, the Woman's Civil League and the Order of the Eastern Star.

"The company which her husband heads was just two years old when she married Jesse Besser. The firm, employer of 650, is now the acknowledged world leader in the manufacture of concrete block-producing machinery. In its rise to global pre-eminence, the company benefited greatly from her keen intellect and sound business sense. First vice president at her death and secretary of the firm in prior decades, Mrs. Besser held no courtesy title; her role was most active and effective.

ANNA M. BESSER

"In May of 1954, when top figures in the concrete masonry industry gathered at Alpena to do honor to the Besser Company on its 50th. anniversary and to Jesse Besser on his 72nd. birthday, he acknowledged publicly and voiced his gratitude for the vital part she had played in the company's success."

■

Predicts 1959 Building Volume of $50 Billion

New building construction in 1959 will top $50 billion for the first time in history reports *Architectural Forum*. The building magazine's annual forecast sees a five per cent rise in industry volume from this year's $49.2 billion level to a probable $51.6 billion next year. Author of Forum's forecast is construction economist, Miles L. Colean.

This will be first time in four years, says Forum, that construction has started to expand rapidly. Moreover, even allowing for price rises, physical volume will rise by about three per cent — a whopping expansion in an industry that accounts for more than ten per cent of the total U. S. production.

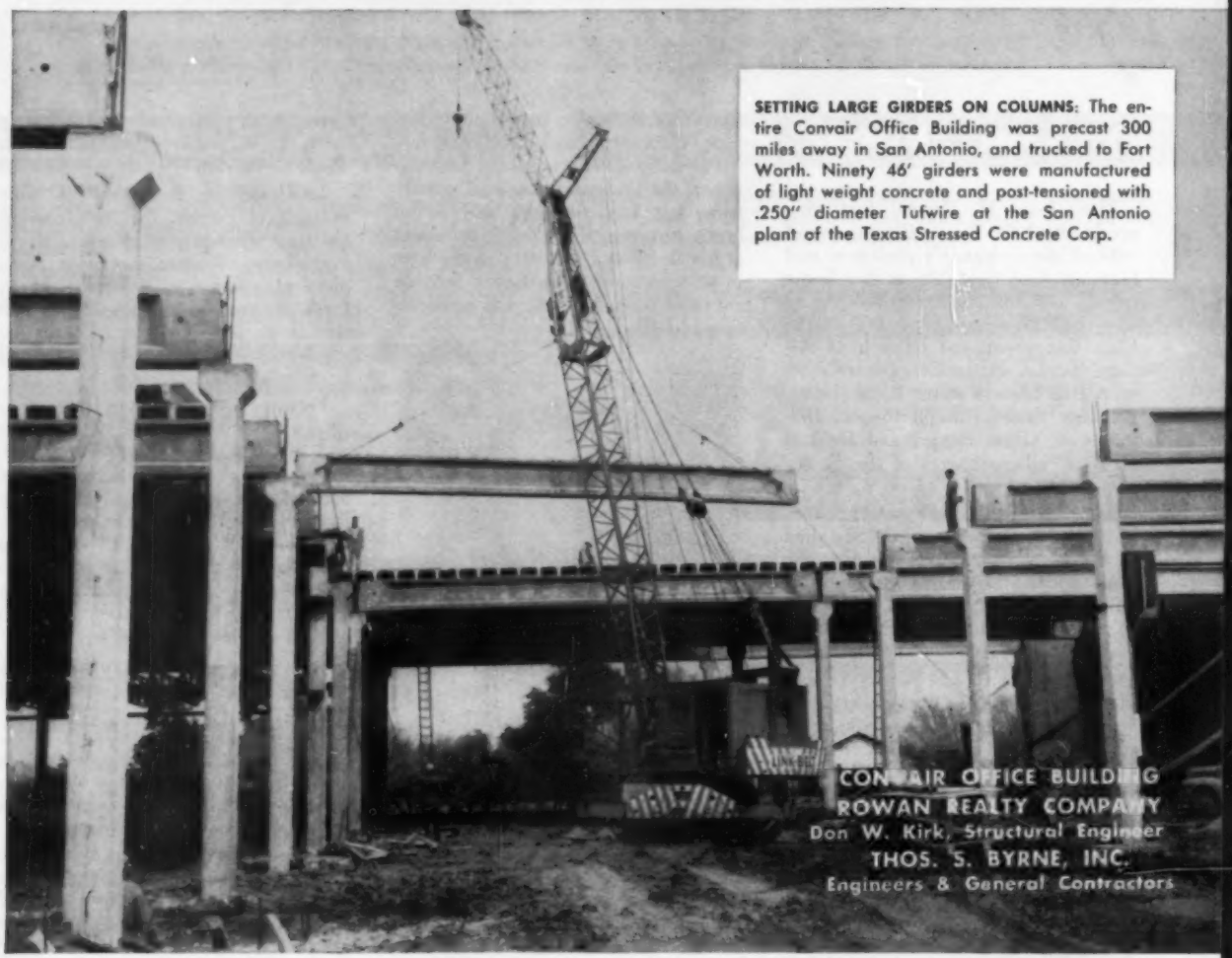
Forum's forecast makes these other specific points: Public construction will give the biggest boost to building's bright prospects next year — up 8.7 per cent to a total of $16.8 billion; Nonfarm housing starts will total at least 1,155,000 in '59 compared to 1,060,000 this year. $1.8 billion will go into new apartment building in '59, with the number of units started coming to 185,000.

Also the magazine predicts, public housing, which posted a spectacular 60 per cent increase this year (largely due to facilities for military posts) is expected to rise 3.1 per cent to $825 million in '59. $3 billion will go for school construction in '59, a 3 per cent increase over this year.

One of the few minus signs, seen by Forum, will be posted by industrial building — down from $2.4 to $2.1 billion, the lowest level in five years. New office construction will taper off, but store building will rise. Overall commercial building will drop 2.9 per cent to $3.4 billion. Spending for churches will remain level at $850 million in 1959, with an increase expected during 1960.

Money for building, says Forum, should be more plentiful in 1959, particularly during the first six months. However, building costs should rise somewhat more in '59 than they did this year, with a 3 to 3.5 per cent increase in the price of materials and labor offset in part by a rise in productivity. Thus Forum's analysis indicates that building activity in 1959 will pick up on a broad and balanced front. Concludes the magazine ". . .it is safe to predict the brightest year ever for architects, builders, contractors, building material suppliers and mortgage bankers".

Prestressed Concrete Building



SETTING LARGE GIRDERS ON COLUMNS: The entire Convair Office Building was precast 300 miles away in San Antonio, and trucked to Fort Worth. Ninety 46' girders were manufactured of light weight concrete and post-tensioned with .250" diameter Tufwire at the San Antonio plant of the Texas Stressed Concrete Corp.

Products Manufacture and Erection: Texas Stressed Concrete Corporation, San Antonio, Texas

Completed in 4 Months — Despite Record Rains

The rains came. For 22 days the construction business in Fort Worth, Texas, slogged through a deluge that meant delays ranging from slow-downs to shut-downs. You can't pour concrete in the rain.

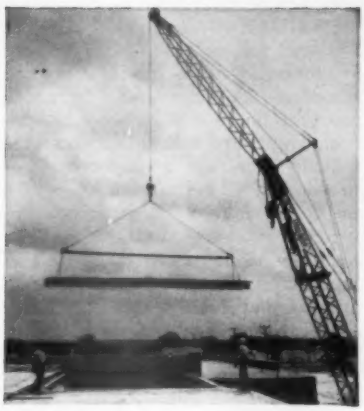
In the midst of this, an outstanding advantage of prestressed concrete construction was dramatically demonstrated — speed of erection even under adverse conditions.

The 102,000 sq. ft. Convair office building and warehouse is the case in point. The prestressed concrete structural members were erected in 13 working days — rain or no rain. The building was complete—offices, air-conditioning and all — in less than four months.

Speed of erecting is only one of many advantages that make prestressed concrete the miracle building material. Others are: great strength-to-weight ratio; less concrete needed; greater recovery after overloads; thinner sections; on schedule transportability of prestressed members; longer spans; permanence of concrete PLUS amazing flexibility and elimination of cracking; adaptability as unlimited as the imaginations of architects and engineers. Today, prestressed concrete is being used in a range of applications from fence posts to giant bridges and multi-story buildings; from movable parking lot curbs to airport runways.

Advances in the development of better high tensile strand and wire by Union Wire Rope Corporation have contributed heavily to the booming trend to prestressed construction. Once the problem of dependable tensioning materials was whipped, the way was opened wide for the "new age of concrete."

Erected In Only 13 Days



CLOSE-UP OF DOUBLE TEE BEING SET: Tuffy Slings were used as shown in placing 920 of these 4' double tee slabs. Slabs were made from lightweight concrete using Union Wire Rope "Tufwire" strand.

BUILDING ALMOST CLOSED IN: Work progresses steadily in the dreary rain as another double tee is hoisted into position. The roof structure was designed for parking. It was given a thick asphalt wearing surface.

LAST OF THE DOUBLE TEES ARE HOISTED FROM TRUCK completing roof for asphalt surface.

How Will You Share in Vast New Markets Opening For Prestressed Concrete Makers?

Looking for a new route of expansion? Want to get in on an industry that's expanding at a tremendous pace every year, with a future of fantastic dimensions? Prestressing offers opportunities not only to the on-site contractor, but also to the contractor who would like to operate a permanent casting yard as an arm of his business or as a commercial fabricator. Here are some of the opportunities:

OPPORTUNITIES in Buildings: Structures of just about every description are being built better with prestressed concrete. Office buildings, garages, warehouses, schools, motels, hospitals. Now the walls of multi-storied buildings are being poured in big slabs with openings for doors and windows, then tilted up to position. Floors are poured in "layers" separated by greased paper, then raised to upper floor levels.

OPPORTUNITIES in Bridges: The tremendous National Highway Program now under way calls for 300,000 bridges, most of which can be built much faster and more economically with prestressed concrete than with any competitive building material. Other bridges ranging from a small creek crossing to the world's longest highway bridge are built of prestressed concrete.

OPPORTUNITIES in Highways: Prestressed concrete pavement is already in the advanced experimental stage. The slabs need be only 5 inches thick, as contrasted with the ordinary 10-inch slabs used on many highways. They promise high levels of strength and permanence, speed of construction, savings in time and money. And more profit for suppliers and contractors.

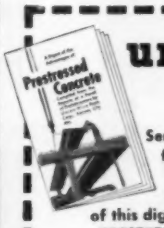
These are just a few of the many uses where concrete prestressed with Union Tufwire strand and wire is proving its structural and economic advantages. Almost anything that concrete will do — it will do better when prestressed with Union Tufwire.

If you're a present user of prestressed concrete, or engaged in making it, let our engineering department and research laboratory give you and your consulting engineers a lift with any prestressing project.

If you're among those who see the big opportunity for a new plant to supply your area, let us help you explore the possibilities.

union
Tufwire®

Stress-Relieved Wire and Strand



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Specialists in high carbon wire, wire rope, braided wire fabric, stress-relieved wire and strand.

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ADDRESS_____
CITY_____ ZONE_____ STATE_____

For more information use postcard facing page 56.

Above is illustrated a 50 Cu. Ft. Mixer

KENT performance proved BATCH MIXERS

Yes, KENT BATCH MIXERS have been thoroughly proved capable of standing up for many years of efficient mixing because of the following features:

EFFICIENT DESIGN as to rugged proportioning of parts, heavy construction throughout, high quality motors and bearings, most suitable types of clutches and drives, etc.

NI-HARD renewable sectional liners for longest wearing periods yet attained.

Abrasive Resistant mixing blades which assure long, efficient service. Adjustable as to position and easily removable.

STANDARD MAKES OF MOTORS especially adapted to this type of heavy service.

PRECISION CUT GEARS AND PINIONS.

OVERSIZE, ANTI-FRICTION BEARINGS sealed against grit used throughout.

POSITIVE ACTING JAW TYPE CLUTCHES AND SAFETY V-BELTS.

SAFETY GUARDS installed wherever required or desired.

AVAILABLE IN SIZES up to 75 Cu. Ft. Capacity.

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DIVISION OF THE LAMSON & SESSIONS CO.

CUYAHOGA FALLS, OHIO

CONCRETE PRODUCTS MACHINERY SINCE 1925

***KENT ALSO MAKES** car unloaders, skip hoists, cement elevators and other machines. Engineering counsel as to planning or remodeling plants is available without cost or obligation.*

Florida Association Issues Labor Bulletin

The Florida Concrete and Products Association, Inc., of Winter Park, Fla., has issued a bulletin, dated Oct. 10, advising its members that, "The National Labor Relations Board has announced that it has changed its standards for determining in which cases the Board will exericse jurisdiction. The Board took this action," the bulletin says, "as a consequence of the 'no-man's land' situation to which the U. S. Supreme Court adverted in the case of Guss vs. Utah Labor Relations Board, 353 U. S. 1. The following are the new jurisdiction standards as they pertain to the concrete and concrete producers and allied fields:

"Non-retail: $50,000 outflow or inflow, direct or indirect. (Previous standard, $50,000 outflow $500,000 inflow, $100,000 indirect outflow, $1,000,000 indirect inflow.)

"Retail Concerns: $500,000 gross volume of business.

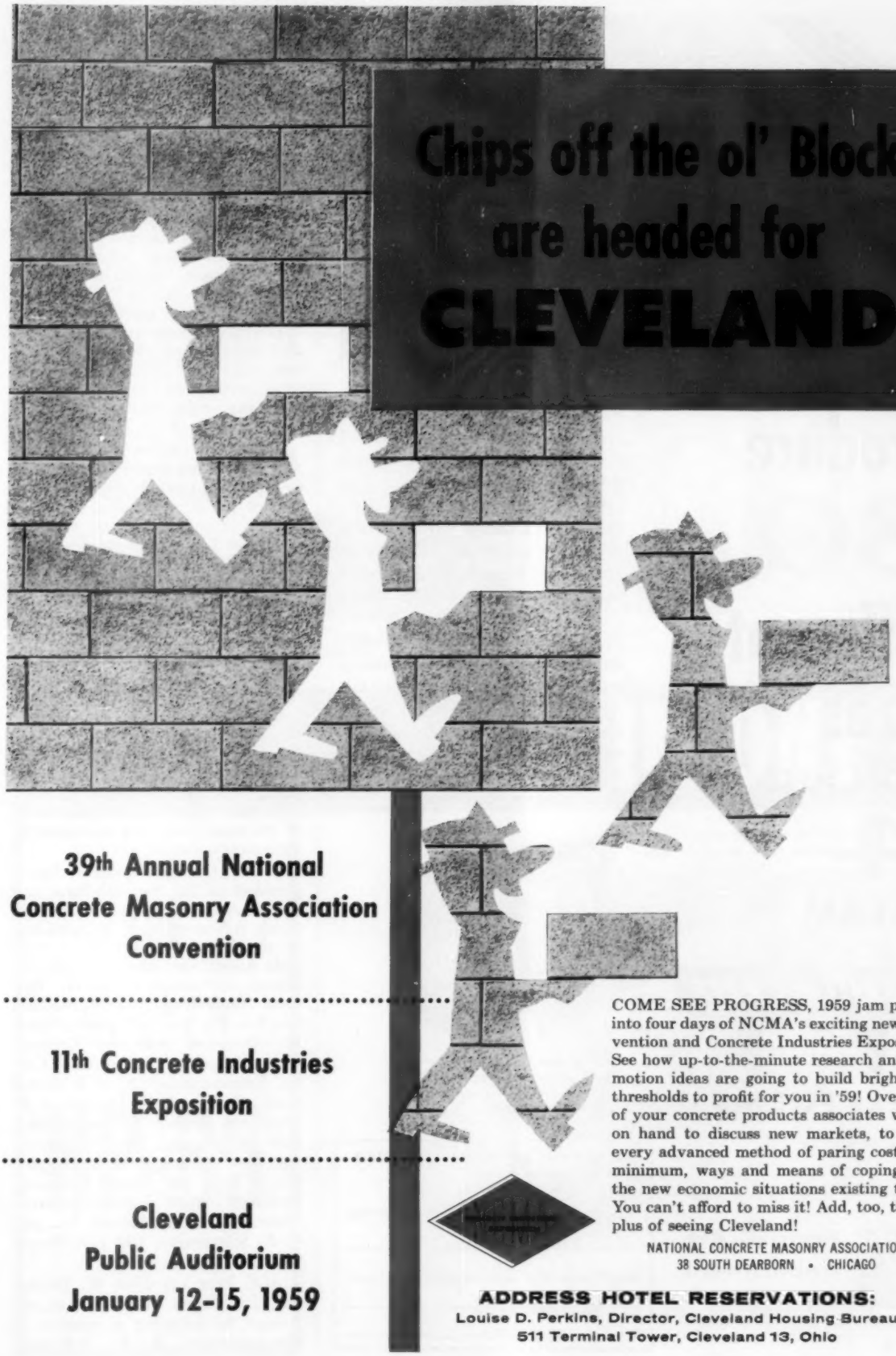
"Most of the producers in the concrete and concrete products field would come under the non-retail classification," the Bulletin says. "In effect the new rulings place almost every company under NLRB jurisdiction. If you purchase cement, rock, sand or any equipment from out-of-state (or out of country) ..... and your total purchases for a year amount to $50,000 in all or any of these categories lumped together ..... you will be under NLRB jurisdiction regarding any labor disputes which occur in your plant."

■

Price Bros. Founder Dies in Dayton, Ohio

The death of Harry S. Price, Sr., founder and chairman of the board of Price Bros. Co., Dayton, Ohio, on Sept. 23, was reported in the Sept. 24 issue of the Dayton Daily News. Mr. Price, 82, died in Miami Valley hospital after suffering a heart attack at his home. His death occurred as he was planning to go on a hunting trip to Canada.

In addition to his activity with Price Bros. Co., a concrete products producer, Mr. Price was also a director of Price Bros.-McClung Corp. of Toledo, Ohio and the Bottum Corp., of Ann Arbor, Mich.



39th Annual National Concrete Masonry Association Convention

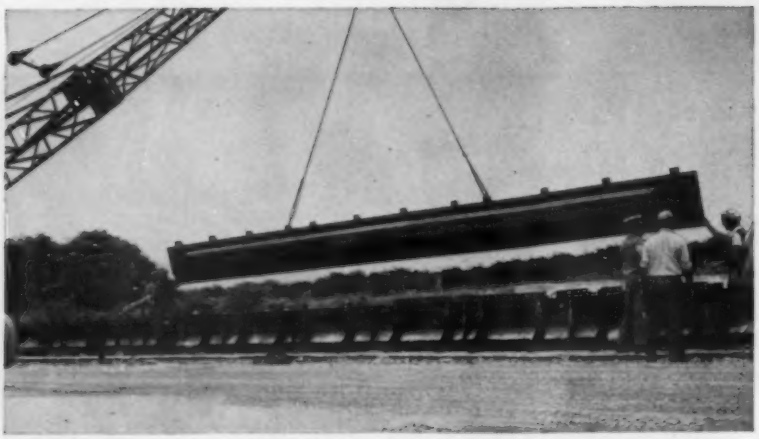
11th Concrete Industries Exposition

Cleveland Public Auditorium January 12-15, 1959

COME SEE PROGRESS, 1959 jam packed into four days of NCMA's exciting new Convention and Concrete Industries Exposition! See how up-to-the-minute research and promotion ideas are going to build bright new thresholds to profit for you in '59! Over 4000 of your concrete products associates will be on hand to discuss new markets, to share every advanced method of paring costs to a minimum, ways and means of coping with the new economic situations existing today. You can't afford to miss it! Add, too, the big plus of seeing Cleveland!

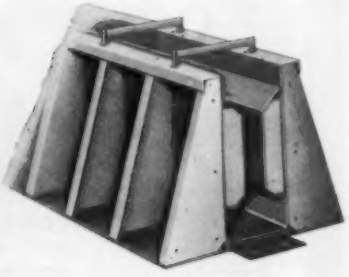
NATIONAL CONCRETE MASONRY ASSOCIATION
38 SOUTH DEARBORN • CHICAGO

ADDRESS HOTEL RESERVATIONS:
Louise D. Perkins, Director, Cleveland Housing Bureau
511 Terminal Tower, Cleveland 13, Ohio



Produce 30 different sizes FROM JUST 4 I BEAM FORM-CRETE STEEL FORMS

Your form dollar goes further when you invest it in Form-Crete all-steel I Beam forms. That's because each form has a built-in design flexibility that allows the producer to adjust both height and width. Utilizing interchangeable pilot liners and displacement inserts, each basic I Beam form can produce between six and eight different I Beam sizes. In addition, all forms are of heavy gauge steel, fabricated under the strictest quality control to provide years of service delivering a clean, accurate product. Don't delay. Investigate and invest in one of the most versatile forms ever designed for prestressed concrete, Form-Crete all-steel I Beam forms. Send today for literature.



Fabricated in 10-foot lengths, these forms can be bolted together for removal of 40 feet or more of side form at one time.

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Joint Committee Will Cooperate On Problems

The formation of a national joint cooperative committee representing the National Sand and Gravel Association, the National Ready-Mixed Concrete Association, and the Associated General Contractors of America was announced in Washington, Oct. 14. It will be known as the Concrete and Aggregates Producers-Associated General Contractors Joint Cooperative Committee. Leaders of the three organizations said the joint committee was especially needed because of important problems arising from the vast expansion of highway construction under the long-range federal-aid program and the steady increase in the dollar volume of construction activity in general.

The broad purpose of the CAP-AGC Joint Cooperative Committee is to provide a medium for the discussion of problems affecting members of the three associations and the formulation of recommendations concerning them for the consideration of the parent organizations. The committee, it was explained, will not interfere with the objectives and activities of any of the associations, and its recommendations must be adopted by the parent organizations before they can become effective or be publicized.

Eight members of the committee were appointed to represent the producers of concrete and aggregates, and eight as representatives of the AGC. One member of each group of eight was designated as co-chairman of the committee, and co-secretaries were named also.

E. Phil Gemmer, Houston, Texas, president of the National Sand and Gravel Association, and M. Eugene Sundt, Albuquerque, N. M., president of the National Ready-Mixed Concrete Association, announced the following appointments: Robert Mitchell, Consolidated Rock Products Co., Los Angeles, co-chairman; Ralph H. Anderson, Anderson Concrete Corp., Columbus, Ohio; Fred P. Curtis, Lyman-Ritchey Sand & Gravel Corp., Omaha; E. K. Davison, J. K. Davison & Brother, Pittsburgh; Herbert G. Jahncke, Jahncke Service, Inc., New Orleans; John W. Murphy, Union Sand and Gravel Company, Spokane; John W. Roberts, Southern Materials, Inc., Richmond, Va., and F. E. Schouweiler, Old Fort Supply Co., Fort Wayne, Ind.

AGC President Fred W. Heldenfels, Jr., Corpus Christi, Texas, appointed the following as members of the committee: R. W. McKinney,

For more information use postcard facing page 56.

HIGH PORTABILITY vs. the Capacity of a Permanent Ready Mix Plant . . .

High production need NOT be sacrificed for portability — at least not in the BUTLER HP-85 Ready Mix Plant — (although it is probably unique in this all-important advantage).

The capacity of the Butler HP-85 is limited *only* by the time you require to spot your truck mixers. Theoretically, the HP-85 can batch at the rate of 200-plus yards an hour!

As to portability — the pictures tell the story. The compartmented bin section ships in one piece with bracing in-place, rests on the batcher section. The batcher section is a unit with all bracing, piping and wiring installed. Support columns are hinged to the batcher bracing, swing into place as the batcher section is raised.

Reserve cement bin ships in one piece with legs attached. And a Service Entrance Panel equipped with quick connectors leads from the power source to all controls.

Ship the HP-85 by low bed trailers or flat car — 30, 100, 200, 300 or more miles to a job site. You're in business the day after the Plant arrives.

Crane raises complete batcher section

Hinged support columns swing into place

Crane quickly positions one piece bin on top of batchers

. . . *why not have both* IN ONE?

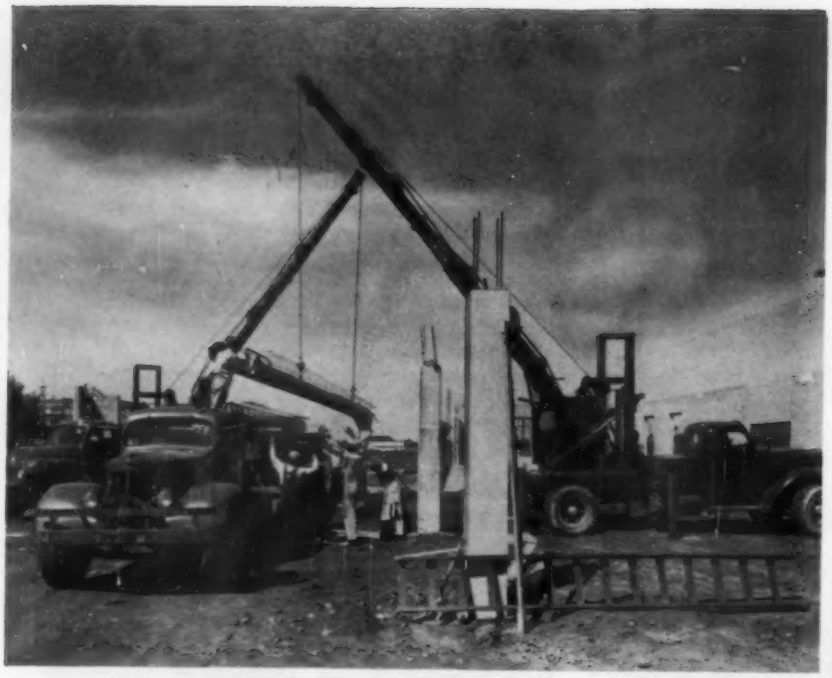
THE BUTLER HP-85

The complete Butler HP-85—erected and ready in hours instead of days

BUTLER BIN COMPANY

991 Blackstone Avenue • Waukesha, Wisconsin

For more information use postcard facing page 56.



Two H-3 Hydrocranes spot a precast concrete beam at a Chicago, Illinois, job site.

To give you a money-makin' edge . . .

UNMATCHED SPOTTING ACCURACY WITH HYDROCRANE'S ON-THE-BUTTON CONTROL

With an all-hydraulic H-3 Hydrocrane, you can move a precast beam an inch as easy as you move it a yard — lift a ton as easy as you lift a pound. Four hydraulic outriggers form a "solid as a rock" work base to give you full 5-ton capacity. Hydraulic controls assure you of inch-splitting accuracy. Owners like this on-the-button control — it helps them speed erection, cut breakage, build profits.

Your Bucyrus-Erie distributor is ready to show you the money-makin' edge that belongs to the 5-ton H-3 . . . and the 12-ton H-5.

271H58

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I'd like complete details on the _____H-5_____H-3 Hydrocrane

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Company: _____

Address: _____

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Nacogdoches, Texas, co-chairman; B. B. Armstrong, Armstrong & Armstrong, Roswell, N. M.; M. B. Findorff, J. H. Findorff & Son, Inc., Madison, Wis.; Max C. Harrison, Harrison Construction Co., Pittsburgh; D. J. Mooney, Cahill-Mooney Construction Co., Butte, Mont.; L. S. Bradshaw, L. S. Bradshaw & Sons, Salisbury, N. C.; W. A. Bechthold, Payne & Dolan of Wisconsin, Inc., Milwaukee, and F. Roland Sargent, Sargent Construction Co., Saginaw, Mich.

Co-secretaries of the committee are Vincent P. Ahearn, Washington, D.C., executive secretary of the National Sand and Gravel Association and the National Ready-Mixed Concrete Association, and J. M. Sprouse, also of Washington, manager of the Highway Contractors' Division of the AGC.

■

Revised Fire Codes Are Now Available

Important changes in fire safety standards are included in a new and revised edition of the National Fire Codes just published by the National Fire Protection Association. This is announced by Robert S. Moulton, technical secretary of the Association.

The six-volume 1958 edition is a compilation of the 170 standards developed by NFPA in the fields of flammable liquids and gases, combustible solids, dusts, chemicals and explosives, building construction and equipment, extinguishing equipment, electrical, transportation and miscellaneous operations. New material in the 1958 edition includes 38 new or revised fire safety standards adopted at the 1958 NFPA Annual Meeting. It also incorporates all amendments approved by the NFPA Board of Directors up to and including July 30, 1958.

The codes, in keeping with the traditional objectives of the NFPA, are offered as a suggested basis for safety to life and property from fire without causing undue inconvenience and expense. Purely advisory so far as the National Fire Protection Association is concerned, they are used widely in the United States, Canada and abroad by property owners, legal and insurance interests, and others responsible in the field of fire safety.

The National Fire Codes, priced at $7 per volume, may be obtained from the Publications Department, National Fire Protection Association, 60 Batterymarch St., Boston 10, Mass.

Indiana Products Firms Gather to Form Assn.

The Marott Hotel, Indianapolis, has been chosen as the gathering place, Nov. 19, for block producers interested in trying to form an Indiana concrete products association.

Initial discussion of the possibility of such a local association took place during one of the coffee breaks at the October, Region VI, NCMA conference at French Lick, Ind. Of those who attended this hurried meeting, a sufficient number indicated interest so that it was decided to set up a more formal gathering to which all Indiana producers, and others from surrounding states, would be invited.

Stewart Thompkins, sales manager, Cinder Block and Materials Co., Indianapolis, was placed in charge of making preparations for this formal organizational meeting. Since then, the meeting time and place has been formalized for Nov. 19, Marott Hotel, Indianapolis.

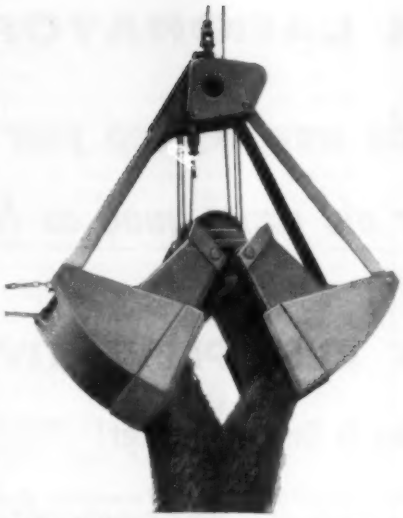
■

Cement Shipments Down This August Under Last

Mill shipments of portland cement in August, 1958, were 3 per cent less than the shipments in August, 1957 according to reports of the U. S. Bureau of Mines. In the same period, the Bureau reported that portland cement production showed an increase of 1 per cent. Total shipments reported for August, 1958, were 34,189,000 barrels. Production of finished portland cement in the same period totaled 31,675,000 barrels.

The mill shipments for August. 1958 were higher in 13 districts and lower in 10 districts than in August, 1957. The greatest increases were reported in Georgia-Florida, Wyoming-Montana-Idaho and the Western Missouri-Nebraska-Oklahoma-Arkansas, districts. The heaviest decreases were reported in Puerto Rico, Eastern Pennsylvania-Maryland and New York-Maine districts.

Mill stocks of finished portland cement on hand August 31, 1958, totaled 27,889,000 barrels, an increase of 39 per cent over the 20,018,000 barrels on hand August 31, 1957. Stocks of clinker increased 34 per cent from the 13,881,000 barrels on hand August 31, 1957 to 18,663,000 barrels on hand August 31, 1958.



Clamshell Buckets — For charging bins, stockpiling, use a Johnson wide-rehandling Clamshell — all-welded, smooth inside and out, fast-filling, quick-cleaning. Manganese cutting edge toughens with use. Sizes: ⅜ to 2 yds. Other types, sizes up to 3 yds.

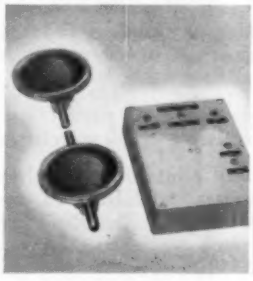
What's your material-handling problem?

On ready-mixed concrete operations, or on bulk sales of sand and stone, a small equipment item can often make a big difference in your material-handling efficiency *and profit*. Better take an inventory of your plant *right now*. As a starter, check the low-cost aggregate and cement-handling equipment shown here. Then see Johnson distributor for more ideas — or use coupon to get additional information by mail.

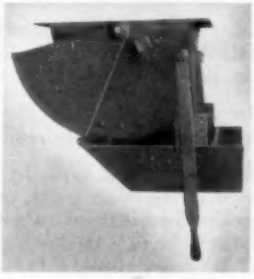
Yard Bin
is ideal for loading trucks where no batcher is required. 9-ft. clearance under discharge gate. Holds 35 cu. yds.

Rotary Vane Compressor
supplies 7 cu. ft. of air pressure per minute to aerate cement silos and bins. Has 15-pound limit-relief valve.

Aeration Fittings
for storage silos, bins, keep bulk cement free-flowing. A moisture trap and pressure-reducing valve are included.



Bin Gauge Signals
automatically indicate high-low levels of storage silos, bins. Signal box can be located wherever convenient.



Tunnel Gate
a single radial clam gate for stockpile reclamation. Skirt board is hinged — it opens and locks in any position.

Belt-Conveyor Idlers
of all-welded steel construction, precision ball bearings, metal grease seals, and large internal grease reservoirs.

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NEW!

Here's the way to keep your new racks NEW . . . and your old racks good as NEW!

RRP! RACK RUST PREVENTIVE

Nothing Like It On The Market!

Here's the all new Rack Rust Preventive that actually immunizes your racks against costly rust and corrosion. Guaranteed to triple the life of your racks! Not just a paint or dressing that can chip off or flake . . . Edick's RRP seals every inch of rack surface in a single application. Result? — Air and moisture cannot penetrate this protective seal and your racks are immune to rust and corrosion indefinitely.

RRP brushes or sprays on easily. Apply one day and your racks are ready for use the next. And — more AMAZING, RRP goes on right over rust! No need to scrape, sandblast or wirebrush your old racks before applying RRP. Just smack the racks with a hammer and sweep off loose scale with a fibre brush. With entrenched rust sealed in by RRP, corrosion stops instantly and protection begins.

Your NEW racks, as well as old racks, need the protection they get only from RRP. And you get the *efficiency* of new racks continually. Here's why:

1. **Your racks represent a big cash investment. Field tests have proven that RRP correctly used will save you more than TEN DOLLARS PER RACK PER YEAR in replacement costs.**
2. **And that's not all. Racks sealed in RRP stay clean, keep your blocks free from unsightly rust streaks and brown stains.**
3. **Your racks will remain strong and free from distortion, because RRP eliminates corrosion which weakens racks and causes binding pallets.**
4. **Once applied, RRP gives care-free protection because it never becomes brittle, therefore can't crack or chip off.**
5. **Use RRP right now, in any climate or weather condition. Packaged in 5-gallon pails, one pail of RRP will immunize one dozen racks. Guaranteed to protect for a minimum of 1 year or your money back! Order to suit your rust preventive needs now! $3.50 per gallon, F.O.B. Milwaukee.**

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Milwaukee 7, Wisconsin

Please ship rush ..... 5-gallon cans RRP @ $3.50/gal.

Company Name .....

Address .....

City ..... State .....

Signature .....

For more information use postcard facing page 56.

To Study Durability Of Prestressed Concrete

Durability of prestressed concrete will be studied in a $2,000 project just initiated in Kansas State College's engineering experiment station. The study is sponsored by the Midwest Prestressed Concrete Co., Springfield, Ill., according to Leland S. Hobson, associate director of the station. The research will delve into the effect of repeated freezing and thawing on durability of prestressed concrete.

The work will be done with automatic freezing and thawing equipment installed this summer in the laboratory of the college's department of applied mechanics. M. E. Raville, department head, is directing the study, with the laboratory work to be done by Stanley Rieb, a graduate student. The prestressed specimens to be used in the experiment, 200 in all, were fabricated at Midwest's plant.

J. O. Whitlock, Midwest's president, said his company was encouraged by the Prestressed Concrete Institute to back the investigation. This is one of the first projects in this field of concrete durability.

■

Many Registering For Home Builders' Show

The rising curve of housing starts in most parts of the country is reflecting itself in increased advance reservations for the fifteenth annual Convention and Exposition of the National Home Builders Association to be held at Chicago January 18 to 22. This show, acknowledged to be the greatest of its kind in the world, annually attracts upwards of 30,000 building industry men and women from all parts of the country interested in seeing and hearing the latest developments in the field.

The Association reports that there will be many new exhibitors, some from outside the United States. Exposition headquarters is at 140 S. Dearborn St., Chicago 3, Ill. where advance registrations are being received.

■

ASTM Proceedings For 1957 Now Available

The American Society for Testing Materials announces the publication of its 1957 ASTM Proceedings, Volume 57. The 1430-page volume, recording the technical accomplishments of the year, includes reports and papers together with discussion offered to the Society during the year and accepted for the Proceedings. The volume includes the Summary of Proceedings of the ASTM 60th annual meeting and the Summary of Proceedings of the Philadelphia spring meeting, listing by title and author the programs for each session.

The annual report of the board of directors highlights matters administrative, technical, and financial for the benefit of members. Included are records of all meetings held by the Society and its districts.

In addition to the papers and reports embodied in the Proceedings there are listed all symposia and other special sessions published separately as Special Technical Publications, and all papers published in the ASTM Bulletin.

Calendar . . .

NOVEMBER 19, 1958	Meeting to consider formation of an Indiana block producers' association — Marott Hotel, Indianapolis, Ind.
NOVEMBER 23-25, 1958	Southeastern Concrete Masonry Association — 15th Annual Regional Meeting — Carillon Hotel, Miami Beach, Fla.
JANUARY 12-14, 1959	Ohio Ready Mixed Concrete Association — Driver Training, Safety and Fleet Maintenance Course — Lincoln Lodge, Columbus, Ohio.
JANUARY 12-15, 1959	National Concrete Masonry Association — 39th Annual Convention and 11th Biennial Concrete Industries Exposition — Cleveland Public Auditorium, Cleveland, Ohio.
JANUARY 18-22, 1959	National Association of Home Builders — 15th Annual Convention and Exposition — Conrad Hilton Hotel, Hotel Sherman and Chicago Coliseum, Chicago, Ill.
JANUARY 25-29, 1959	Associated Equipment Distributors — 40th Annual Meeting — Conrad Hilton Hotel, Chicago, Ill.
JANUARY 26-28, 1959	Ready Mixed Concrete Association of Wisconsin — Annual Convention — Plankinton Hotel, Milwaukee, Wis.
JANUARY 26-28, 1959	National Concrete Products Association — 10th Annual Convention — King Edward Hotel, Toronto, Ont., Canada.
JANUARY 27-28, 1959	Ohio Concrete Block Association — 6th Annual Convention — Pick-Fort Hayes Hotel, Columbus, Ohio.

IT HAPPENS EVERY DAY *Latest rulings in Labor Relations*

CAN AN EMPLOYER CHANGE A WEEKLY PAYROLL TO BI-WEEKLY?

1
I'M FLAT EVERY FRIDAY NOW!
WE HAVE TO STOP THIS.
EFFECTIVE AT ONCE WAGES WILL BE PAID BI-WEEKLY THE MANAGEMENT
2
IT WILL CUT OUR PAY-ROLL WORK IN HALF
THE MEN WON'T STAND FOR THIS
PLANT MANAGER
3
THERE'S NO PAY PERIOD IN OUR CONTRACT
YEARS OF WEEKLY PAYDAYS HAVE SET A PRECEDENT
4
ARBITRATOR'S DECISION
YES, WITHOUT SPECIFIC PROHIBITION IN A UNION CONTRACT, AN EMPLOYER CAN ADJUST TERM OF WAGE PAYMENTS AS HE SEES FIT.

News Announcements from Companies Servicing the Concrete Industries

MANUFACTURER'S NOTES

Dewey & Almy Chemical Co., Division of W. R. Grace & Co., Cambridge, Mass., has picked Donald F. Nash to be full-time Florida sales representative for construction chemicals. According to an announcement by William M. Rand, Jr., sales manager of the chemicals specialties department, Mr. Nash will make his headquarters in Fort Lauderdale. Mr. Nash was formerly Canadian manager of construction chemicals for Dewey & Almy.

■

The Burns & Russell Co., Baltimore, Md., has appointed John C. Morris as general sales manager. The company is the international licensor of the Spectra-Glaze process of producing glazed concrete masonry units. Mr. Morris was formerly general sales manager of the Washington Brick Co., Washington, D.C.

■

Bucyrus-Erie Co., South Milwaukee, Wis. has named Phil Peterson, a district sales representative for Hydrocranes, Hydrohoes, and Hydroshovels. His territory will include the states of Pennsylvania, Virginia, West Virginia, and Maryland, in addition to lower New Jersey and the District of Columbia. Mr. Peterson was formerly a sales representative for a Bucyrus-Erie distributor in Milwaukee. He is to be stationed at the company's New York City office.

■

Motorola Communications & Electronics, Inc., Chicago, Ill., has promoted Hoyt Stout to the post of regional sales manager in New Jersey, Delaware and Southeastern Pennsylvania. Mr. Stout had been zone manager in western Pennsylvania. Mr. Stout's office is at 7852 Montgomery Ave., Elkins Park, Pa. He succeeds Wallace Miller, now Motorola's manager for New York State.

■

Hawkeye-Marquette Cement Co., Des Moines, Iowa, has appointed Dean L. Skaugstad as sales representative in the southeastern Minnesota area. He succeeds C. L. Mullen who is retiring after 30 years of service.

■

Chain Belt Co., Milwaukee, Wis., reports the opening of a new district sales office and warehouse at 10488 Chester Rd. in Cincinnati, Ohio. The company says the new warehouse will aid customers in the Ohio, Indiana and Kentucky region with faster order processing, larger stocks of Rex products, prompt delivery, special engineering assistance and more convenient trucking and parking areas. Charles C. Pingry, Chain Belt's district sales and warehouse manager, will be in charge of the new facilities..

■

The T. L. Smith Co., Milwaukee, Wis., according to an announcement in the Milwaukee Sentinel, Sept. 20, has named Kenneth F. Burgess, Jr., to be controller and appointed James Miller as general superintendent. Mr. Burgess was formerly assistant to the president. Mr. Miller, who has been with the com-

D. F. NASH

J. C. MORRIS

PHIL PETERSON

pany since 1951 will be responsible for production at both the Milwaukee and Lufkin, Texas, plants.

■

Bucyrus-Erie Co., South Milwaukee, Wis. has named Lewis C. Black, manager of domestic sales. Mr. Black has been with Bucyrus-Erie since 1935, joining the company soon after he received a B.S. degree in mining engineering from Lehigh University. Since January, 1958, he has been manager of sales for the company's large excavators and had previously been assistant general sales manager of large machines and blast hole drills.

■

Alpha Portland Cement Co., Easton, Pa., has designated Daniel L. Ziegler as assistant to the vice president for operations. Mr. Ziegler recently had been project manager supervising construction of Alpha's recently completed cement plant at Lime Kiln, Md. He has been with the company since 1922.

■

Marquette Cement Manufacturing Co., Chicago, announces the appointment of Glenn Edward Jackson as director of marketing research. For the past nine years Mr. Jackson has been employed in the sales statistics division of Caterpillar Tractor Co., Peoria, Ill. He is a graduate of the University of Illinois.

■

Landers-Segal Color Co., Brooklyn, N. Y., manufacturers of Lansco Cement Colors, has assigned John J. McCullion as sales representative for Eastern Pennsylvania and Delaware. Color cards and literature on the company's cement and mortar colors may be obtained from Mr. McCullion at 2615 E. Westmoreland St., Philadelphia.

■

The Four Wheel Drive Auto Co. Clintonville, Wis., has picked three new dealers for its four and six-wheel drive ready-mix concrete trucks and dump trucks. The new dealers and their territories are: Diamond T of Rochester, Inc., Rochester, N. Y., to cover Monroe, Wayne, Livingston and Ontario Counties, New York; Paul Stutler, Inc., Akron, Ohio, to cover nine north-central Ohio counties; Gambs Truck Sales, Indianapolis, Ind., for 30 central and eastern Indiana counties.

■

Blaw-Knox Co., Pittsburgh, Pa., announces the appointment of N. A. Burkitt, Inc., of South Portland, Maine, as distributor for the entire state of Maine. The new distributor will handle Blaw-Knox batching plants, concrete spreaders and finishers, subgraders and forms, road wideners, trench and shoulder rollers, base pavers and paver finishers.

■

Lamson Mobilift Corp., Portland, Ore., has selected Floyd M. Mayse to be manager of sales. Mr. Mayse has been with the company since 1948. Prior to this appointment he had been co-ordinator of sales and service, general service manager and a regional and branch manager. In these positions he has represented the company in Atlanta, Chicago and Dallas. Before his employment by Lamson Corp. he was an engineer with the Westinghouse Electric Corp. in the air conditioning division.

■

Construction Service Equipment Co. of Omaha and North Platte, Neb., has been named a distributor for Bucyrus-Erie Co., South Milwaukee, Wis., in portions of Iowa and Nebraska. The Iowa territory includes these counties: Sioux, Lyon, Plymouth, Woodbury, Monona, Harrison, Pottawattamie, Mill and Fremont. Nebraska territory includes most of the state with the exception of these 11 counties: Sioux, Dawes, Sheridan, Box Butte, Scotts Bluff, Banner, Kimball, Morrill, Cheyenne, Garden and Deuel.

● "According to this map, it's just two more inches."

THE EDITOR'S PAGE

DOUGLAS LEE

A proposal to expand national promotion of concrete

On this page last month we suggested that perhaps the time had finally arrived to stop "talking" about the need for an expanded program of national promotion for concrete masonry and to start "doing" something about it.

In the spirit of trying to "do something about it," we would like to offer our analysis of the problem and suggest a method of solving it. Obviously, we will not insist that our proposal is perfect, but we are convinced that certain of its elements must be a part of any plan that has any chance of success. It will be worth the effort of offering it for consideration if it does no more than stimulate others to thought and action.

Basically, the trouble is that the total money spent annually by all of the organizations interested in the promotion of concrete masonry is simply not enough to do an adequate job. It represents only a small fraction of what is spent to promote other building materials, old and new, with which we must compete for our share of the construction dollar. Furthermore, since each organization or segment of the industry spending money on concrete masonry promotion works independently of all others, the total effort lacks cohesion and is somewhat wasteful of funds.

Underlying all of the difficulty, however, is the fundamental fact that most of the thousands of concrete block producers, who in the final analysis are the people most vitally affected, have no way to affiliate themselves with a national promotion program, nor any means of contributing financially to such a program.

Of all the organizations that spend money on national promotion of concrete masonry, there is only one to which a block producer can affiliate himself by active membership and that is the National Concrete Masonry Association. But, until such time as NCMA membership accounts for a much higher percentage of total block production than it now does — a situation ardently to be fostered by all — there seems little hope that an adequate budget for national promotion can be provided that way.

For some years now, annual production of concrete block has approximated 2 billion units. Industry leaders on many occasions have publicly declared that the block industry should be spending about one-quarter of a cent per unit for national promotion just to keep abreast of promotional jobs done for competitive materials. On the basis of 2 billion units a year, that would be an annual budget of $5 million. It doesn't take much imagination to figure out how greatly the block industry would be benefited if even half that amount were spent annually to promote our product.

The problem is how to raise that kind of money and spend it in a way that will have strong appeal to the largest possible number of interested contributors. We are convinced that what is needed is a bold, new approach that can create a rallying point for every company, every group and every individual with a stake in the future of the concrete masonry industry.

To this purpose we propose the formation of a new organization — The National Committee for the Promotion of Concrete Masonry.

Formation of the National Committee would bring together representatives of all organizations now working individually on the problem of promoting concrete masonry. This would include the National Concrete Masonry Association, the Portland Cement Association, the block plant equipment and materials manufacturers, the block industry's trade publications and others whose interests relate to national promotion programs. Each group would be expected to name men to the National Committee with authority to speak at least semi-officially for their own organization or group.

With a minimum of initial organizational arrangement — the election of a temporary chairman and a secretary — the National Committee would then proceed to a consideration of the following matters in essentially something of this order:

(1) An examination of what is currently being done in the way of national promotion by the various groups represented. This should include a detailed analysis of national consumer publication and professional publication advertising schedules and their costs, direct mail, radio, television, etc. The idea is to determine as accurately as possible what is now being done so that there will be a recognized base point on which to build. Presently, no one has a clear idea as to the volume of the current effort.

(2) As soon as a clear, accurate picture of the current total promotion effort is available, the Committee should then proceed to consider where present efforts need strengthening and to what extent, where some methods of promotion need replacement by other methods and what new methods need to be added. In other words a determination should now be made as to how far the present actual effort is from the ideal. When a comprehensive program has been determined, it will then become necessary to estimate its cost.

(3) At this point the Committee would then proceed to plan a fund-raising campaign throughout the concrete block producing industry, working on the principle of thousands of contributions. It would be anticipated that block producers who now bear a major share of present national promotion costs through their membership in NCMA and affiliated groups would adjust their contributions in the fund-raising campaign accordingly. For many reasons it would be desirable that contributions be based on some fraction of a cent per block produced, up to some reasonable maximum, since every man wants some yardstick on which to measure his fair share. It is not necessary at this point to outline the details of the fund-raising campaign. There are well-established patterns of proved success that will be well-known to many members of the National Committee because of the specialized nature of their primary business occupations.

(4) Once the success of the fund-raising campaign is in sight, the National Committee would then enter the second important phase of its work — formulating and executing the national promotion program. Here again the specialized knowledge and experience of the various Committee members would prove invaluable. It could not be expected that the two large national organizations, NCMA and PCA, would divert the money they now spend on concrete masonry promotion into the National Committee fund, since association policy in both cases would undoubtedly prohibit such action. However, it is entirely possible that through cooperative planning between the two associations and the National Committee their promotion programs could be closely integrated with that of the National Committee.

This, then, is our idea of "doing something" about expanding the scope of national promotion of concrete masonry. Of necessity, this first public presentation must be relatively sketchy, but we think there is enough of the basic idea presented so that thoughtful men in the block industry and its service and supplier organizations can evaluate its possibilities. As we noted earlier, if this proposal serves as nothing more than a starting point for some kind of "action" instead of just more "talk" we believe it will serve a useful purpose.

We think our plan will have a wide appeal to block producers throughout the country, many of whom we know are genuinely concerned about the future of our industry. Since a large number of our readers are block producers, we would welcome their comments on our proposal, because if any such plan has any chance of success it will be because block producers large and small everywhere give it their financial support. We will, of course, also welcome the comments of others who serve the block industry in one way or another, since we know that there is a deep concern in the minds of many of them about this problem.

Prestressing

By E. E. CRIMMIN

The fast-stepping prestressed concrete industry is taking a swing upward with the erection of the 21-story Norton Building in downtown Seattle, Wash.

Scheduled for completion in August, 1959, the Norton Building is a definitive first in the use of prestressed beams in a truly multi-storied building. Here, modified "I" beams will form the floor supports for 17 of the 21 stories—the beams will be hoisted high, high into the air instead of laid out horizontally 20 to 50 ft. above ground as in the many bridges and one or two-storied factories and warehouses presently using prestressed sections.

The original concept was for a highly fire-resistant structure, offering prestige office facilities, which would combine the latest building techniques with imaginative design.

As architects Bindon and Wright

● Finished beams are stockpiled in Concrete Technology's yard awaiting delivery to the Norton Building site in Seattle.

Takes A Sky Ride

considered various structural systems, they became convinced that a building of strength, economy, and beauty could be erected through a fusion of materials, methods, and ideas.

Basic in the final design was a 4-story pedestal of conventional, heavily-reinforced concrete. Above this would rise the remaining 17 stories, with each composed of 14 shallow-draft, prestressed floor beams. These would rest on a perimeter of steel columns and beams and a central steel core; the core would provide housing for stairways, elevators, and various other venting shafts.

But could such prestressed floor beams of suitable design be fabricated?

Architects Bindon and Wright consulted with Skidmore, Owings and Merrill of San Francisco and Portland; Anderson, Birkeland & Anderson of Tacoma; and T. Y. Lin & Associates of California. A design study was undertaken.

By mid-December of 1957 the final beam design was readied by Dr. Arthur Anderson, partner in the structural consulting firm of Anderson, Birkeland & Anderson, and also vice president of Concrete Technology Corporation, the firm that cast the concrete beams. A new and unusual feature of the beam design was a series of 9 varied-sized and shaped holes through the 6-in. web width; these allowed wiring, plumbing, and heating vents to pass through the beam at right angles.

Next step, a prototype was cast at the Tacoma plant of Concrete Technology Corporation; and 11 days later, December 30, this same beam began undergoing tests.

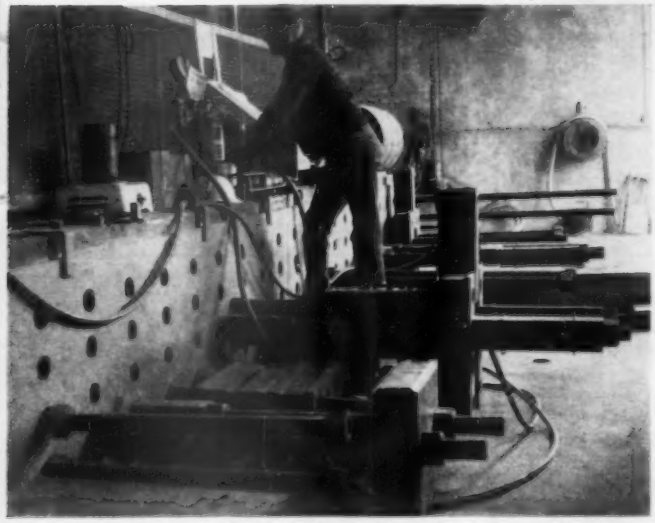
The beam's design load was 30 tons; at 67 tons the first tiny cracks appeared in the bottom flange. Others developed under increasing loads until, at 135 tons and a deflection of 9 in., cracks were visible halfway up the web. Testing to destruction was unnecessary. When pressure was released the cracks disappeared. Test

● 17-story, modern Norton building rises above its sloping pedestal.

over; the prototype was O.K.'d.

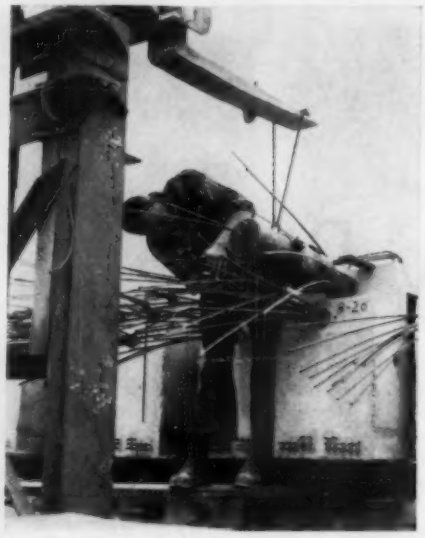
Concrete Technology Corporation of Tacoma was awarded the contract to manufacture 238 beams; their dimensions are 37 in. deep with 20-in. flanges; they vary slightly in length: 69 ft. 3 in., 69 ft. 9 in., and 69 ft. 11 in.

An eight-sack, low-slump concrete incorporating type III cement is being used. Vibrators are mounted on the adjustable steel forms. Casting (7 cu. yds. per beam) takes place in mid-afternoon. The forms are removed at six the following morning, at which time the concrete has an estimated strength of 6,000 psi. Fol-



● Rogers 100-ton jack tensions flat strand. Notice the screen above the abutment to protect operator.

● Forms, supported by "I" beams resting on the floor of the plant, are being readied for the pour of concrete.



● Portable jack is positioned and strand secured prior to post-tensioning draped tendon of the beam. One of the forks of a fork truck supports the weight of the jack. 12 strands of tendon will be elongated 6 in.

● Finished beam, aboard a pole trailer, arrives at the pedestal of the Norton Building. From here it will be hoisted into place.

lowing release of pretensioning, the beams are moved into the yard for storage and further curing.

Both 5/16 and 3/8-in., 7-wire strand are used in the beams. 24 lengths of 3/8-in. strand are pretensioned to 70 per cent of ultimate (175,000 lbs.) in the base flange. 24 others of 5/16 in., 12 in each of two draped tendons, are post-tensioned with portable jacks after the beams have been stockpiled in the yard. Floors will be cast of lightweight concrete 6 in. thick.

Hooks of reinforcing protrude from the top flange of the sections, and these will become embedded in the floor slab after it has been poured at the job site.

Each completed beam weighs 15 tons, and the concrete has an ultimate strength of 9,000 psi.

Placement of the finished beams is scheduled to proceed at the rate of one story (14 beams) per week. First delivery to the site began in mid-September.

The development and use of these beams opens up new construction opportunities of considerable dimension. In viewing the possibilities, Dr. Anderson remarked that the future of prestressed concrete would undoubtedly be "dramatic, exciting, even elegant, for those who have the creative ability to capitalize on it."

Irridestone,

By TRUMAN SPARKS

Otto Buehner & Co. of Salt Lake City, Utah as a result of research conducted in the inorganic synthesis field, has successfully developed a multi-colored aggregate. Called Irridestone, the product can be mass produced in any desired value, chroma, or hue of the entire color spectrum. It's proven to be color-fast, can be polished to a high gloss by the same general method as used for polishing marble, and has a hardness of 5 — characteristics equal to the finer qualities of marble.

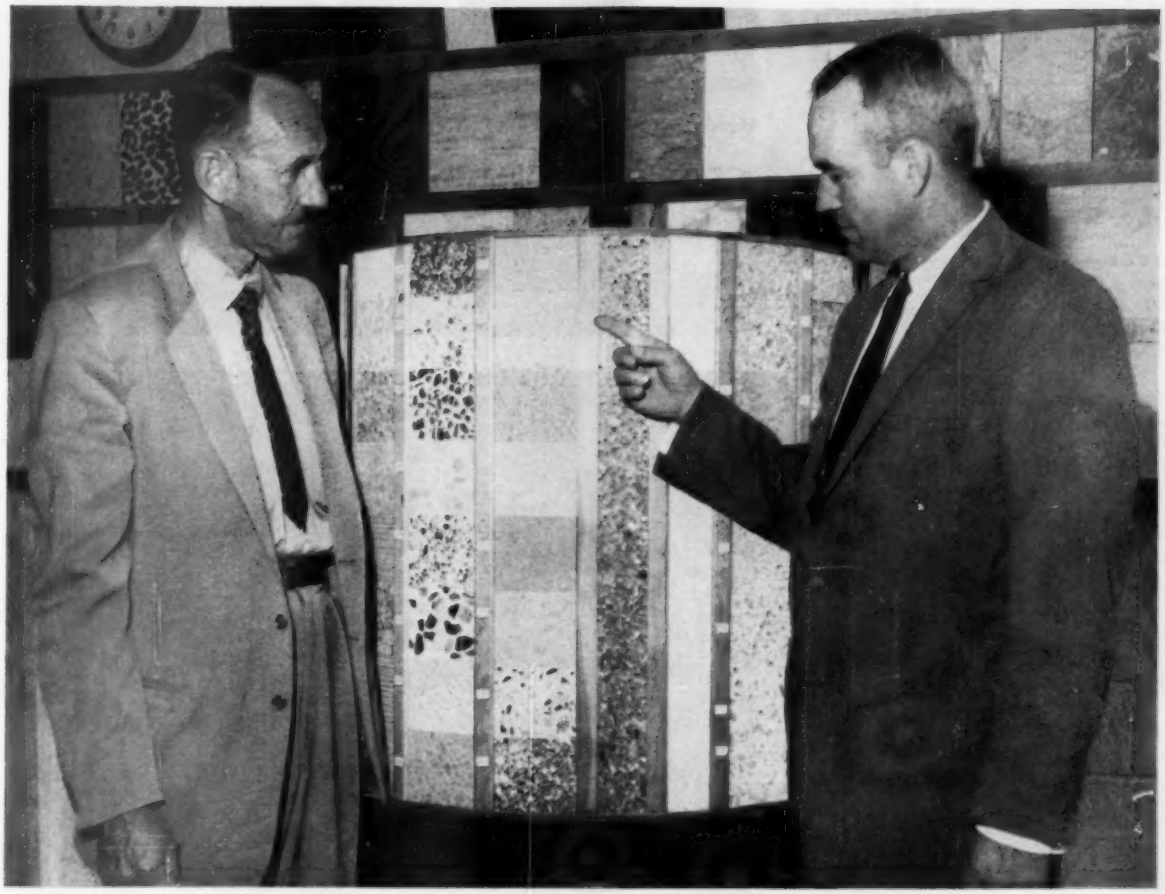
In the words of company president Otto Buehner who supervised research on the product, "Irridestone can prove to be one of the foremost developments in the concrete industry for this period. It can become to cement what carbon is to diamond."

The synthetic product, manufactured from ordinary cement, is produced by a "laking" process, with the color being infused uniformly into the particles by the method developed. The size range available at the present time runs from a 1½-in. maximum down to a 40-mesh minimum. Weight is controlled at 180 lbs. per cu. ft.

In application, Irridestone has proven to be completely compatible with common gray or white portland cement, and so can be used in a conventional mix. The Irridestone particles have a slight absorption quality; and during hydration, enough cement in the mix is absored to react with the cement in the aggregate, resulting in a crystalline intergrowth. The two materials are thus fused together at the bond line much as two pieces of rubber when vulcanized. The Irridestone, instead of merely being encased in cement as is typical with conventional sand and gravel aggregates, has become an integrated part of the cement matrix. This is a characteristic no other known aggregate possesses.

A typical 1-in. slab, having an Irridestone surface, is cast or a base of conventional concrete made from sand, gravel, and common gray cement. As is customary in a precast

The Many Hued Aggregate



● Even in black and white, the color variety possible with Irridestone is obvious. The squares Paul Buehner, general manager, points out to president Otto Buehner are actually shades of red, green, blue, and buff.

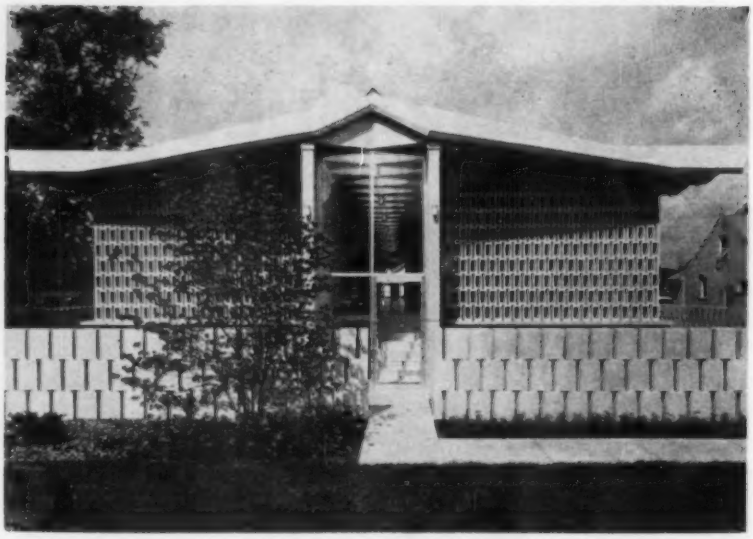
operation, the slab is cast face down, with the Irridestone mix placed first. The base, a means to help control costs, is cast immediately afterwards. The two mixes in setting, bond perfectly; no other additives are needed. The color is all in the Irridestone.

Mr. Buehner foresees almost unlimited possibilities from the new product, with Irridestone giving concrete a color range it never had before. The finished slab has low absorption characteristics on a par with conventional precast products, and so can be used in both exterior and interior applications. Bath tubs, sinks, wash basins, and table tops are a definite possibility. So are such smaller items as doorknobs, desk pen sets, and picture frames, Jewelry — stones for cuff links, pins, broaches, and the like—offer another prospect.

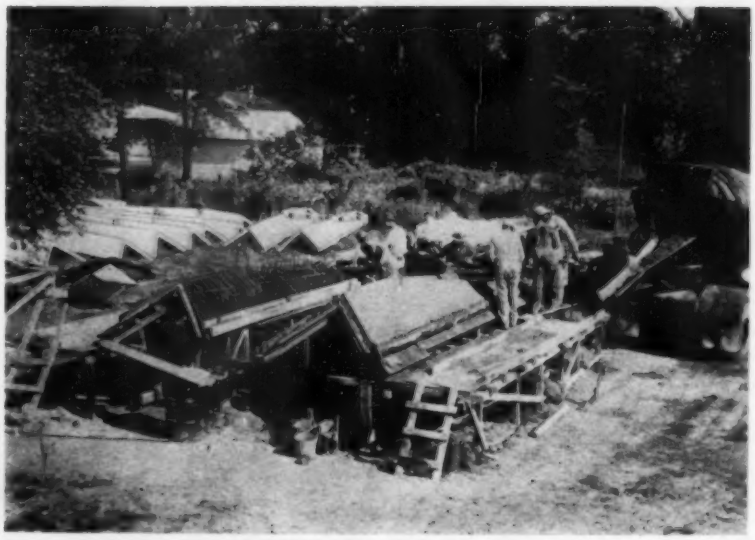
The company produced its first Irridestone about a year ago, with the product only recently having been placed on the market in commercial quantity. All production to date has come from the firm's plant at Phoenix, Arizona. Plans are underway for additional production facilities at Salt Lake City.

Present market price for Irridestone is quoted at $300 per ton; as the production volume increases, this figure is expected to drop rapidly, perhaps to half. It is anticipated that both the aggregate and the finished colored concrete will be made available.

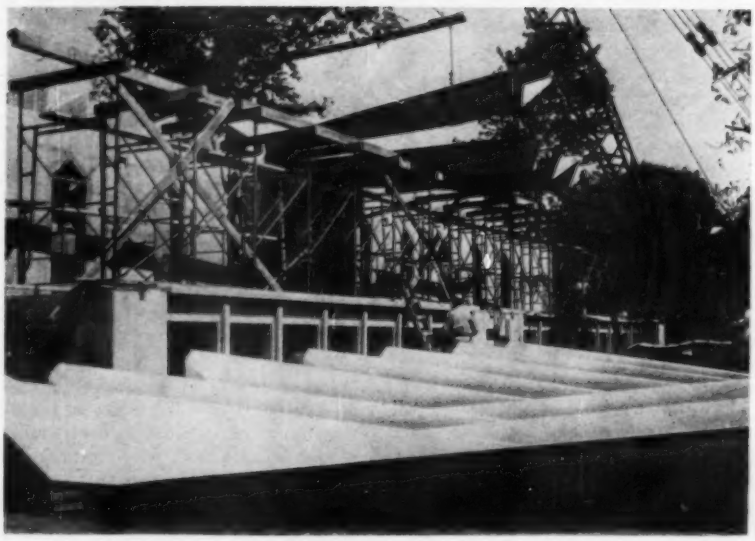
● Otto Buehner shows how Irridestone becomes an integral part of the concrete backing of a precast slab.



● Fusion of the new and the old in the new ACI headquarters at Detroit, Mich. New uses of concrete—the folded, wing-shaped roof and the hollow-block screen—are mixed into the oriental design of architect Minoru Yamasaki, of Yamasaki, Lienweber & Associates.



● Folded-plate roof sections were cast on the job site. One section is being finished, another has its reinforcement in place, and a third, in rear, is being cured under burlap. Other completed sections, left rear, are in storage awaiting erection.



● Measured and numbered, sections sit at the base of the building awaiting their ordered sequence of erection. Others in rear are already in place atop the corridor wall and the temporary scaffolding at the window line.

Dedicate New ACI Headquarters... An Unusual Building of Concrete

A milestone in concrete technology was achieved Wednesday, October 29, when the American Concrete Institute dedicated its new international headquarters building at 22400 West Seven Mile Road, Detroit.

Overlooking the rolling fairways of a municipal golf course, the new building is the end result of 10 years effort on the part of the late Henry L. Kennedy and the ACI Building Committee. Designed by Minoru Yamasaki of Yamasaki, Leinweber & Associates, Birmingham, Michigan, as a showpiece in concrete as well as for utility for its international operations, the ACI headquarters building displays the latest developments and techniques in concrete construction. Ammann & Whitney, New York and Milwaukee, were structural consultants on the project with Pulte-Strang, Inc., Ferndale, Michigan, general contractor.

Showpiece in Concrete

Construction of a new office building for the American Concrete Institute presented some unusual and difficult problems for the contractor. Exposed concrete was expressed structurally in the cantilevered folded plate roof; exterior decorative concrete included thin, precast, exposed-aggregate panels set in aluminum window frames and heavier, grade-level, precast grills; interior decorative-concrete treatment included two types of continuous fluting on the structural bearing walls.

Architect Minoru Yamasaki had general instructions to create a small but outstanding example of modern architecture featuring concrete. Since ACI is an international technical society, exclusively devoted to concrete, its directors demanded a building which would utilize latest improvements in the material, advances in concrete products development, modern structural design, and new construction methods. The result would be critically examined by every segment of the entire concrete construction industry, since ACI membership includes engineers, architects, contractors, concrete products manufacturers, cement, aggregate, and admixture producers, and every large agency using, testing, or approving concrete.

Roof Construction

The plan showed a reversed-fold, folded-plate roof cantilevered from each corridor wall. Deep X-shaped beams with diamond-shaped openings for skylights formed the tie across the corridor. The design was for cast-in-place construction but specifications permitted precasting at the contractor's option.

Knowing that the architect set high standards for finish appearance, the general contractor, Pulte-Strang Co., selected the precast option for the folded plate roof principally because precasting the sections upside down permitted achieving sharp, formed lines on the exposed surfaces. For the job-site precasting, plastic-faced plywood was used for three forms built on, and anchored to substantial footings. A dummy mock-up form was first used as a pattern for cutting the plywood and later as a jig for assembling all reinforcement in units. Pulte-Strang developed a transverse joint detail depending upon $\frac{3}{8}$-in. plates running along each edge of the section, welded top and bottom for moment resistance, and a longitudinal weld detail across the corridor which were approved by the structural engineer, Ammann & Whitney, New York and Milwaukee. A casting schedule calling for two units per day required 1,500-psi concrete at 24 hours.

The concrete mix for the folded plate members had to meet severe requirements. First, the 72 different detail types of metal reinforcement, inserts, etc., in the $3\frac{1}{2}$-in. thick slabs made placing difficult and slow and required a $\frac{3}{8}$-in. maximum-size aggregate. Due to the July heat at time of casting, a retarded set was required. Finally, the specifications required a 4,000-psi average strength at 28 days. A mix containing $6\frac{1}{2}$ sacks of Type I cement plus a retarder and pea-gravel aggregate was employed. With an average initial slump of 3 in. the set was retarded for about $1\frac{1}{2}$ hours at concrete temperatures up to 95°F. One-day strengths averaged 2,100 psi. Initial curing under wet burlap for 24 hours was followed by a sprayed-on-liquid, membrane-forming, white-pigmented curing compound. 28-day strengths averaged 5,100 psi.

After curing, all units were turned over for patching and finishing on the top side. Threaded eye bolts for lifting and threaded socket inserts set flush kept patching of the top at a minimum. All units were numbered and measured to determine over- and under-width tolerances. An erection sequence was prepared to avoid cumulative overrun.

Roof units were erected as simple beams on falsework at the window line and the corridor bearing wall. Two steel shims 4 in. high on the bearing walls plus the point support on falsework gave a stable three-point bearing that permitted adjustment to match adjoining units. After completing main welds above the corridor and tie-down welds to dowels in the bearing wall, non-shrink grout was used to complete the center joint and bearing on the wall. Transverse roof joints above the welds were completed to sharp edges with a patching grout containing a polyvinyl acetate emulsion as an admixture and as a bonding coat. A camber of $1\frac{1}{4}$ in. was provided at the window line; immediate deflections averaged 5/16 in. The windows are fixed by a sliding joint to accommodate deflections due to live load and creep. The exposed roof slabs are covered only by

a sprayed vinyl treatment so that the architectural integrity of a concrete surface is retained.

Cast-in-Place Walls

All substructure concrete walls were cast in 30-in. square steel forms. Form layout on all exposed walls was planned for symmetrical appearance. The smooth surface which resulted required patching only at the tie holes and finishing to fill surface air bubbles. Exceptionally neat sharp corners and alignment were achieved as a result of the tight forms.

The first floor corridor walls were completely decorated by fluting. This fluting is projected ½ in. from the wall surface and is trapezoidal in cross section. Plastic-faced plywood forms with milled wood fluting pieces attached were used. Since air temperatures up to 100°F were encountered, a retarding admixture was employed to avoid "cold joints." In spite of the quality form material and careful form workmanship, careful casting, vibrating, etc., some hand labor was required in patching corners, grinding, and finishing surface air bubble marks.

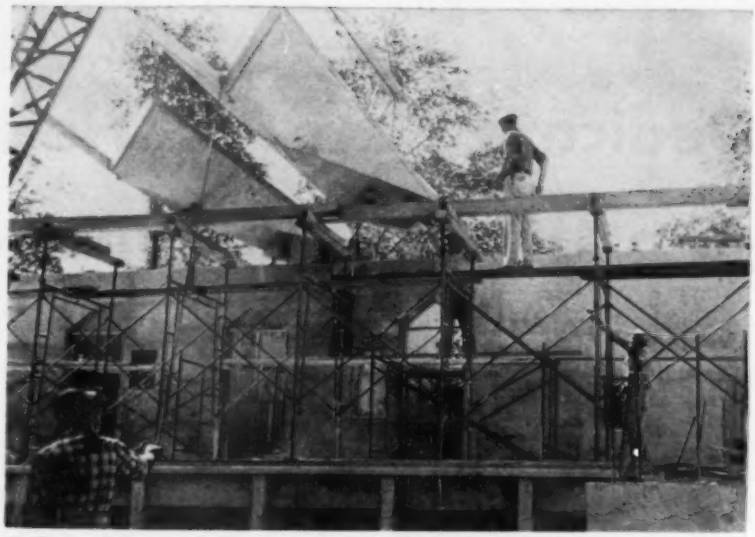
Precasting the corridor walls on the ACI office was not considered feasible with a precast roof due to difficulty in making the joints at floor and roof structurally continuous.

Materials

The specifications required all aggregate for exposed concrete to conform to ASTM C-33 limits on deleterious material. In the Detroit area most natural gravels contain more deleterious material causing "popouts" after freezing and thawing. Therefore, premium aggregate produced by heavy-media separation was used in the concrete for roof, building walls, and paving. Aggregate was furnished by American Aggregates Corp., Detroit. All concrete was ready-mixed, furnished by Frank J. Knight Co., Detroit.

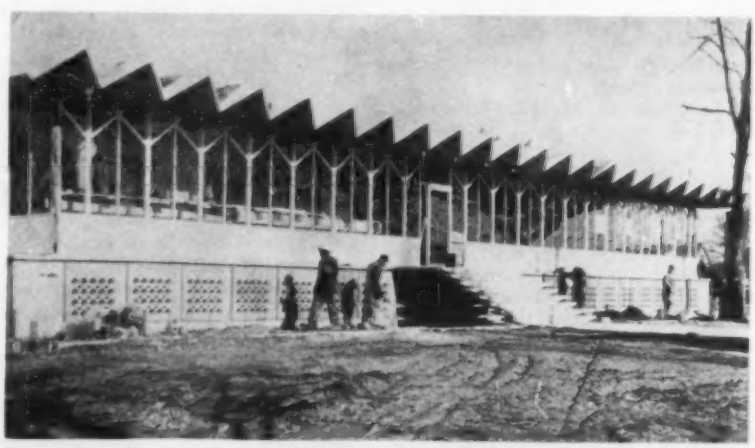
The first floor forms part of the heating system as the longitudinal ducts in precast concrete planks carry heated air in the winter or cooled air in summer from the central supply ducts to outlets. The outlets are arranged near outside walls to provide a screen of air at desired temperature between office workers and the all-glass walls.

All exterior concrete was painted with a water-thinned polyvinyl acetate emulsion paint. This type of paint was selected to provide a "breathing" coating which would not be too absorbent of industrial smoke and soot.



● Crane lowers a roof section into place. Scaffolding and temporary beam, foreground, were removed when identical section on the opposite site of corridor was in place and the two joined together.

● Here the false work, for the most part, has been removed from under the wing-like sections of the folded roof. The wings stand alone.



● As the glass and grill-work panels are installed, the front facade of the new ACI headquarters begins to take on a finished look.

"Stress the Selling," PCI Members Told

By HUBERT C. PERSONS

Members of the Prestressed Concrete Institute are recognizing that learning how to market and advertise their products is as important as mastering the technique of manufacturing. Charles Luckman, the keynote speaker at the opening of the Institute's fourth annual convention in Chicago the week of Sept. 21, warned the PCI members that they must change from being "maker-minded" to being "market-minded." Jackson Taylor, New York advertising executive, told them that development of a broad advertising and marketing campaign is the next logical step for the prestressed concrete industry. About half of the program time of the four-day meeting was devoted to papers or panel discussions of marketing, advertising and product promotion themes. There were 650 registrations at the meeting and a total attendance of more than 700 including suppliers to the industry.

One of the matters of greatest interest discussed during the proceedings was the proposed PCI certification of prestressing plants. J. Ashton Gray, chairman of the Plant Standards committee declared that self-regulation of the prestressing industry is "a must." Other highlights of the program included the assertion of a noted bridge engineer that spans 2,000 ft. long may now be designed in prestressed concrete; indications that draped strands will be generally adopted in future prestressed concrete construction and prediction that use of prestressed concrete in the nation's big highway program could conceivably double the field of use of this material.

"The Sky is the Limit," was the title of the keynote address by Mr. Luckman, formerly president of Lever Bros., but now a member of the architectural firm of Periera & Luckman, Los Angeles.

"The future is fantastic in its potential for the use of prestressed concrete design. The sky's the limit," the speaker declared. He suggested that prestressed concrete should be thought of as a new material rather than a new use for ordinary reinforced concrete.

"It is exciting to examine some of the uses of this new material," Mr. Luckman said. As one example he referred to a high bridge with 1,300 spans, built in the Lake Maracaibo region, in Venezuela. He enumerated the following as examples of promising uses, trends and developments:

"Standardization of prestressed products. Architects will accept, really want, standard dimensional products, design and costs.

"Utility of crack-free, deflectionless structures in architectural design. Also advantages of prestressing where frames must resist lateral loads of earthquakes and high winds.

"Uses in folded plate structures and cantilever shell structures.

"Architects need to know more about possibilties of repeating girder sizes and members where on a production basis, the cost can be very competitive.

"Railroad ties, transmission line poles, barges, overlays for airports.

"The United States is embarking on the largest program of public works ever conceived. In the next 12 years, 100 billion dollars of highway construction, bridges, bridges, bridges.

"But the greatest of all is use in buildings where prestressed floors, panels and spandrels and free form shells will revolutionize building design. You can give us the 'light look.' The sky's the limit! Don't fail us!"

Referring to the PCI's proposal for certification of prestressing plants, Mr. Luckman declared that a fundamental need is for an institute of research and standards. "Quality should come first," he said. "You have a good, universally recognized product. You need all kinds of assistance to your members. Develop your own seal of approval as a means of identification.

"We are at this moment in the middle of a marketing revolution which is developing two distinct sets of consequences. The first is the profound shifts taking place in the manufacturer's own function in the market place. As the most successful companies are proving today, the maker must be a good marketer if he doesn't want his competitor to move ahead of him in the market place. Thus, the manufacturer is changing from being maker-minded to being market-minded."

Emphasizing the importance of ideas in the area of mass marketing, Mr. Luckman asserted that the kind of ideas may have even more to do with success than the weight and numbers of dollars put behind the ideas. In this connection he offered a slogan which he said was especially suited for use by the prestressed concrete industry. This was: "Sell and stress. Sell the stressing and stress the selling."

"Building Today's Successful Marketing Program," was the title of the opening paper at the afternoon session, Sept. 21. The speaker was James R. Hawkinson, professor of Marketing, Northwestern University, Evanston, Ill. He said that most successful companies have been innovators, developers of new products and processes. "Sometimes problems of production take precedence over marketing," he said, "but there is increasing recognition of the importance of marketing. This is true for four reasons," Professor Hawkinson said. "(1) Increased competition. More people are after the consumer's dollar. (2) Increasing costs and slipping net profits. (3) Tested market practices are better known today. (4) You can now secure the services of skilled specialists who can show you how to sell a higher volume at less cost."

Professor Hawkinson said a series of coordinated activities are essential elements in a successful marketing program. "You must have a well-planned program. Determine the most productive segment of your market and go after it. In marketing you work through people to influence peo-

ple. Your marketing budget is your guide. This should be made on a quarterly basis. The sales force is generally the highest item of expense. Sales should be increased faster than any increase in salesmen's expenses."

Ralph E. Knight, vice president and director of research and development, Kaiser Aluminum & Chemical Corp., Oakland, Calif., followed Professor Hawkinson with a paper on the announced subject: "Key to the Future — Research and Product Development." Mr. Knight, who was introduced by Douglas P. Cone, Florida Prestressed Concrete Co., Tampa, suggested that the title of his paper should be changed to: "Research and Development — One Key to the Future."

"Prestressed concrete," Mr. Knight said, "is a unique material of construction which must compete with the better known and older materials." He referred to aluminum as an example of rapid market growth in uses as a result of a research and development program which he said plays an important role in any marketing effort. Such an activity, he said, involves improvement of product and development of new uses and processes. He declared that a successful marketing program must have a background of complete data and engineering facts about the product.

The concluding feature of the first day's program was a panel discussion on: "Market and Product Development, Research and Pricing Policies," which generated spirited and informative comments. Robert H. Singer, manager Prestressed Concrete division, Ben C. Gerwick, Inc., Napa, Calif., was panel Moderator. Panel members were: Elmer Clark, vice president, Superior Sand & Gravel, Phoenix, Ariz.; Leonard M. Perlmutter, vice president, Prestressed Concrete of Colorado, Inc., Denver; William A. Haley, American-Marietta Co., Chicago; Al Parme, manager Structural and Railways bureau, Portland Cement Association, Chicago; John B. Smythe, assistant to the president, Atlantic Prestressed Concrete Co., Inc., New York, N.Y.; R. M. Dubois, president, Freyssinet Co., Inc., New York, N. Y.

Moderator Singer announced that a series of pertinent questions would be thrown on the screen and answers and comments invited from the panel members. Some of the questions with answers and comments as they were given are shown below:

QUESTION: What should we, as an industry, consider as the market for prestressed concrete?

ANSWER by Mr. Smythe: Schools, hospitals and other public buildings.

QUESTION: What do you consider basic fundamentals of a sound marketing program?

ANSWER by Mr. Dubois: You must know what you are going to produce and for what market.

COMMENT by Mr. Haley: Prestressed concrete producers have two sales problems, planning and production and signing up contractors.

QUESTION: What is your idea of a local market development program for prestressed concrete?

ANSWER by Mr. Clark: Personal contacts are most successful but brochures and mailing pieces should also be used.

QUESTION: While we all have our own development and research programs in varying degrees, most of us are not in a position to undertake national or major programs. What can be done to meet this problem?

ANSWER by Mr. Smythe: Technical literature is an urgent need.

COMMENT by Mr. Parme: Refers to the excellent literature prepared by the Portland Cement Association.

COMMENT by Mr. Perlmutter: Literature to be effective must be made available to the right people.

COMMENT by Mr. Singer: There is still a hard job ahead in selling the basic concepts of prestressing.

QUESTION: In developing a market for our product we must consider the competition. Sometimes this is steel, sometimes reinforced concrete, sometimes timber. How can this competition best be met?

ANSWER by Mr. Perlmutter: We must show that our product is best for specific purposes.

COMMENT by Mr. Clark: Delivery time is more important than price.

COMMENT by Mr. Singer: We must be the competition rather than the competitor.

QUESTION: How can the prestressing industry coordinate marketing efforts to meet the aggressive campaign undertaken by steel companies to regain their former position in the bridge market?

ANSWER by Mr. Parme: Cost is an important factor. Refers to experience with prestressed girders for bridges on the Illinois Toll Road.

COMMENT by Mr. Dubois: Points to the "light look" and other appearance advantages over steel.

QUESTION: Many agencies both private and public are requiring plant production by established companies for all precast, prestressed units. What is your opinion of this requirement?

ANSWER by Mr. Dubois: The question is what are established companies? I believe that potential users look to established companies.

COMMENT by Mr. Singer: Expresses opinion that 90 percent of prestressed concrete producers are in favor of proposed certification of plants.

QUESTION: What assistance do you gain in market development work from your suppliers such as cement companies and steel companies?

ANSWER by Mr. Smythe: We are getting a great deal of such support.

COMMENT by Mr. Perlmutter: We have had tremendous help from cement companies and from the PCA.

QUESTION: What can you do to be the low bidder?

ANSWER: This question generated a lively discussion from the floor as well as among panel members. Consensus was that price is not always the main issue.

QUESTION: What are some of the new products in prestressed concrete which can be developed and expanded during the next five years? How would you propose that this development be done?

ANSWER by Mr. Haley: Some producers are thinking of prestressed cribbing, for one thing. Also parking garages are a tremendous market. Uses of thin-shell sections are promising.

COMMENT by Mr. Singer: There is literally no limit to types of products which can be developed.

COMMENT by Mr. Smythe: Some of my customers who have used prestressed concrete are coming up with ideas for new uses.

QUESTION: Have you discussed with your engineering or research staff, all important past, current and prospective technical developments which may affect your future position?

ANSWER by Mr. Perlmutter who says that as a result of such discussions he realizes that the rate of obsolesence in this industry is terrific and that you must be flex-

ible and able to roll with the punch. The manufacturer can't afford to relax for a moment. He must keep re-examining and redesigning as well as reinvesting.

QUESTION: How can findings of technological research be transmitted to sales?

ANSWER by Mr. Dubois: By education of architect, engineer, contractor and all concerned. Should use demonstrations and engineering tests. Refers to fact that prestressed concrete is not recognized in New York building code.

QUESTION: What do you consider to be a sound and fair pricing philosophy?

ANSWER by Mr. Smythe: We have to price ourselves competitively in our own market. You must base your price on a reserve for research.

COMMENT by Mr. Perlmutter: Fluctuations in price have almost stopped in our market. I believe prices will level off.

COMMENT by Mr. Singer: There is too much selling on price rather than on the advantages of prestressed concrete.

QUESTION: Do you approve of bid-shopping, price-cutting policies of some manufacturers?

ANSWER by Mr. Clark: No, because such practices are unethical and harmful to the industry.

QUESTION: Where is the greatest profit potential over the long run? On public work or private projects?

ANSWER by Mr. Dubois: I believe it is in private work.

A panel discussion on "Yard Handling, Transportation and Erection Techniques," opened the Tuesday morning program. Moderator was Peter J. Verna, Jr., president, Concrete Materials Co., Charlotte, N. C. Panel members were : E. H. Leffelholst, of Material Service Corp., Chicago; Leo J. Jasien, superintendent, prestressed concrete, American-Marietta Co., LaGrange, Ill.; W. J. Blanton, chief engineer, Concrete Structures, Inc., Richmond, Va.; D. O. McCall, chief engineer, Basalt Rock Co., Napa, Calif.; and Glenn R. Johnson, Jr., Materials Handling Institute, Washington, D. C. Members of the panel were asked to discuss their own plant and field experience.

Mr. Johnson, who said he had just completed visits to 160 prestressing plants, listed what he regarded as the five most important considerations in establishing a prestressing plant.

● Thursday's panelists, discussing "Longer Span Prestressed Bridges," talked about possible 2,000-ft. spans and the use of lightweight aggregates in bridges before too long.

These were: (1) Capital required. (2) Land available. (3) What to manufacture. (4) Means of quality control. (5) Storage area, accessibility to trucks and handling equipment.

There are three types of plants, Mr. Johnson said, which may be classified as: Small inland plants, large inland plants and water front plants. "Do not copy your neighbor's plant," he advised. "Your problems may be entirely different from his." Mr. Johnson suggested that climate influences the type of plant and the means for quality control. He warned that provisions for storage may be costly under some conditions.

Moderator Verna, in summarizing the discussions, said it was the consensus of the panel members that good housekeeping in a plant means dollars. A profitable plant, he said, is one in which advance study has been given to internal movements. He suggested that a philosophy of material handling should show that the best system is the use of what you have. He said he believes that each producer should and must maintain control of his product from plant to the finished structure.

Appearance of finished prestressed concrete members is almost as important as quality, according to members of a panel on "Quality Concrete for Prestressing," the second feature on the Tuesday morning program. Joe Schneider, chief engineer of the Edward Campbell Co., Vineland, N. J., was Moderator. Panel members included: Dan L. Sutter, Anchor Concrete Products, Inc., Buffalo, N. Y.; Rudolph C. Valore, Jr., Texas Industries, Inc., Dallas; Robert Lyman, chief engineer, Atlas Structural Concrete, Inc., El Paso, Texas; and Harry Colthurst, of Ryan Builders Supplies, Ltd., Windsor, Ont.

Panel members agreed that a quality control laboratory at the plant is of the greatest value. Various members of the panel referred to the influence of weather variations on the quality of concrete; described methods of curing and reported on the strengths obtained at various ages of the concrete. Mr. Lyman emphasized the importance of uniformity in a concrete mix. He also referred to the difficulty of curing concrete in hot, arid regions such as the southwestern part of the United States and said curing under such conditions affects ultimate strength and increases the tendency toward cracking.

Mr. Colthurst said the Ryan plants in Windsor and London, Ont., experienced no difficulty in producing quality concrete in cold weather. Mr. Valore asserted that it is possible to predetermine qualities of concrete, especially low shrinkage, low creep and modulus of elasticity. "We believe in an intensive degree of quality control in accordance with ACI standards," he said. Mr. Valore also reported that Texas Industries has a full time man on quality control. Hourly checks are made on lightweight concrete. He said that producing 5,000 psi concrete at 28 days presents no problem and suggested that producers should aim at 4,000 psi in 18 to 20 hours. He said Texas Industries plants are able to get strength of 9,000 psi in 28 days.

The panel also discussed the specific question: "How Does Quality Affect Camber?" Mr. Schneider said that to control camber, producers should design high strength concrete and release forms at the same time each day.

Opinions varied on the question of admixtures. Several producers said they used no admixtures. Mr. Valore expressed the opinion that most admixtures do not help workability; that they are over-rated and are of value chiefly as retarders and should not be used without first making a trial batch. Mr. Colthurst said that in

his experience, portland cement is the best admixture.

The draped strand method of pretensioning will be used more and more in future prestressed concrete, in the opinion of panelists opening the Tuesday afternoon program. The discussion of "Draped Strands at the Illinois Toll Road and Elsewhere," generated a lively interest. M. E. Bender, of Knoerle, Graef, Bender and Associates, Inc., Baltimore consulting engineers, was Moderator. Mr. Bender was chief bridge engineer of the consulting firm during the construction of 224 prestressed concrete bridges on the Illinois Toll Highway. Members of the panel were: Philip E. Balcomb, American-Marietta Co., La Grange, Ill.; Charles H. Goodman, Material Service Corp., Chicago; Wm. J. Talbot, Jr., chief engineer, Precast Concrete division, Ben C. Gerwick, Inc., San Francisco; A. H. Gustaferro, Consumers Company division, Vulcan Materials Co., Chicago; and Jacob O. Whitlock, president Midwest Prestressed Concrete Co., Rochelle, Ill.

Several members of the panel described the tensioning procedure in their plants. Mr. Whitlock told of tensioning four or five strands at the same time, using three deflection points. Mr. Talbot said the procedure in the Gerwick plant involves use of special equipment developed in the plant. He said strands are stressed in two separate groups before deflecting is done. Fixed horizontal screws are used at hold-down points.

Mr. Gustaferro told of casting up to nine girders at a time on four beds, 240 to 440 ft. long. Each strand is stressed separately. Strands are repositioned at the time of tensioning. In longer beds the strands are jacked from first one end and then the other. Mr. Gustaferro said he believed future developments would call for draped strands.

Mr. Balcomb described stressing operations at the Hodgkins, Ill. plant of the American-Marietta Co., where he said strands are stressed from both ends simultaneously. He said it should be left to the designer to decide whether to adopt the draped strand method, but the question should be given engineering scrutiny.

A symposium on "Interpretation of Specifications in Relation to Inspection," was the final feature on the Tuesday program. Moderator was Jack R. Janney, Chicago consulting engineer who designed the test bridge and supervised the tests which influenced the adoption of prestressed concrete for the Illinois Toll Highway bridges. Panel members were: Ole Larsen, materials engineer, Illinois Division of Highways; Al Parme, manager Structural & Railways bureau, Portland Cement Association, Chicago; E. L. Peck, plant manager, Midwest Prestressed Concrete Co., Springfield, Ill.; J. J. Waddell, chief materials engineer, Knoerle, Graef, Bender and Associates, Baltimore; and E. L. Erickson, chief of the bridge branch, U.S. Bureau of Public Roads.

Mr. Erickson spoke at some length on the need for specifications. "Buyers must be assured of a durable and safe product when it is used on any structure," Mr. Erickson said. "Engineers must have guides to control design and construction. Draped strands present only one of many questions. For one thing, sharp bends in strands should be avoided. Specifications do two important things," Mr. Erickson said: "Give engineers a basis for design, and protect owners from faulty designs. Inspection is a vital part of engineering construction. If prestressing is to continue its success, careful inspection must be maintained."

Following Mr. Erickson's remarks the panel began discussion of a number of related questions: (1) Why should material specifications for prestressed concrete be different from specifications for cast-in-place structural concrete? (2) Relationships between inspectors and producers? (3) What should be the qualifications for inspectors?

On the first question, panel members agreed that there should be new and different specifications for prestressed concrete in view of the higher strengths required. It was also suggested that there should be an inspection of aggregates at the source. In the matter of relations between producers and inspectors and the qualifications of inspectors, panel members agreed that a background of engineering experience is desirable; that there should be a clear understanding between producer and inspector as to what each should do; that both should work together as a dedicated team; that inspectors should not deal directly with workmen on the job; that the producer should understand that the inspector is not responsible for errors; that neither should expect or receive favors. It was agreed that careful specifications should be worked out to avoid damage in lifting, handling and transportation of prestressed concrete units.

"Prestressed Highway Pavement's Future Potential," was the subject of a paper which opened the morning session on Wednesday. The speaker was John J. Murray, development engineer of Jones & Laughlin Steel Corp., Pittsburgh. Mr. Murray predicted that because of the magnitude of the national highway program, the use of prestressing in highway pavement can conceivably double the use of the general method of prestressing concrete. Mr. Murray designed and built an experimental prestressed concrete pavement for Jones & Laughlin. He said the project had the distinction of being the first full-sized prestressed concrete highway pavement constructed in America. The prestressing steel consisted of 24 strands, 7/16-in. in diameter enclosed in six 1½-in. diameter flexible steel ducts. The two 200-ft. sections of the main pavement were left with a gap between them. The required prestress was obtained by jacking these two sections apart a distance of 2 ft. Details of construction and all mechanical features were shown by Mr. Murray in a series of slide pictures.

Following Mr. Murray's paper, attention of the meeting was concentrated on the general theme, "The Challenge of Marketing." Jackson Taylor, senior vice president of Lennen & Newell, Inc., New York advertising agency, spoke on "Advertising's Place in a Marketing Program." To emphasize his belief that outside of the construction industry, prestressed concrete is practically unknown, Mr. Taylor said that after accepting the invitation to address the Prestressed Concrete convention, he mentioned the product at different times to 35 men all holding positions on a policy-making level in important industries. Not one of these men had even heard of prestressed concrete.

"There are two things that impress me mightily about your product," he said. "These are the tremendous increase in all types of construction which will undoubtedly take place during the next twenty years, and the advanced nature of your product itself as a building material." He emphasized the fact that the construction industry is first in dollar volume among all American industries and is also among the healthiest of all American industries. In this connection he quoted a prediction of one economist to the effect that during the coming decade, new construction will just about equal the present depreciated value of all private structures, homes, office buildings, factories and stores now in the United States.

Mr. Taylor then suggested that these tremendous needs cannot be

satisfied with the present-day building materials. "For the past few years there has been an evolutionary change taking place in the nature of building materials in the United States," he said, "from the simple, natural traditional materials, toward more complex materials; from almost complete dependence on compressive strengths and great weight toward lighter structures which enjoy the strengths of new materials in tension. At the same time there has been a development in the direction of building structures from parts, rather than from pieces. Within both of these developing trends are many of the answers to the social and economic problems with which the construction industry will be faced during the next decade. And within these trends also lie possibilities for fame and fortune without measure for architects, engineers, contractors, manufacturers and others in and about the construction industry."

The speaker was emphatic in his declaration that in order to broaden the use of prestressed concrete, architects and engineers must be made just as familiar with prestressed concrete and its advantages as they are now with the qualities and use of structural steel and reinforced concrete. He emphasized the further necessity of informing contractors about the advantages of prestressed concrete and how to handle it. He also pointed to the influence of executives of lending institutions and the municipal, state and Federal officials who have a strong voice in the selection of materials for a wide variety of public buildings. "And finally," he said, "in whatever way you can, tell the public about prestressed concrete. You have an interesting and an exciting story to tell, and the public can be your powerful ally in overcoming tradition and apathy which is usually shown toward new concepts and new products such as yours."

A panel discussion on "Advertising, Sales and Promotion," followed Mr. Taylor's address. Norman L. Scott of R. H. Wright & Son, Fort Lauderdale, Fla., was Moderator. Panel members were: Jack Streblow, sales manager, Structural Concrete Products division, Basalt Rock Co., Napa, Calif.; R. O. Kasten, Union Wire Rope Corp., Kansas City; Dale Delano of Thomas Concrete Pipe Co., Oklahoma City; Raymond J. Gross of the Formigli Corp., Philadelphia; and John K. Zimmerman, vice president, Pennsylvania Prestress, Inc., York, Pa. Questions for discussion by the panel were thrown on the screen. These questions and the answers and comments by panel members included the following:

● The six panelists (above and below) took up the pertinent subjects of "Advertising, Sales and Promotion." Despite the spelling on the card, the panelist (upper left) is Jack Streblow, Basalt Rock Co.

QUESTION: What is best method of getting architects and engineers to accept and use prestressed concrete? Is approach different for buildings than for bridges?

ANSWER by Mr. Delano: Believes demonstrations are effective and that emphasis should be placed on durability, economy and availability, especially on fact that there is no shortage of materials used in prestressed concrete. Mr. Delano also suggested a guarantee of price before contract is let.

COMMENT by Mr. Streblow who says that talks at professional meetings are effective promotion and time well-spent.

QUESTION: Do you feel that more effort should be directed toward architects rather than structural engineers?

ANSWER by Mr. Streblow: Architects should get more attention where they are concerned with the shape and form of a structure.

QUESTION: How to get prestressed concrete specified for a maximum number of bridges in the Federal highway program?

ANSWER by Mr. Zimmerman: Should work closely with your state highway officials. Be honest in your pricing and engineering approach.

QUESTION: Of what value to your sales and promotion is the work of state associations of prestress manufacturers?

ANSWER by Mr. Zimmerman: The help of such associations is of great value especially on public projects and in working with state highway departments. An association representative can get a hearing in meetings more readily than the representative of a single manufacturer. There are now state associations in Illinois, California, Florida and Pennsylvania.

COMMENT by Mr. Streblow who says the state association works effectively in California.

QUESTION: Do architects and engineers have sufficient design data in written form?

ANSWER by Mr. Streblow: Not yet but someone must see to it.

COMMENT by Moderator Scott: Local representatives of the manufacturer should see that such data is provided.

QUESTION: Should a prestress salesman be an engineer?

ANSWER by Mr. Zimmerman: Such a salesman should certainly have a basic understanding of

(*Continued on page* 39)

● Tulsa Home Information Center's attractive front invites passers-by to drop in and browse. The Center is at the intersection of two main thoroughfares; so it's accessible to all Tulsa residents.

Supporting Home Center

Tulsa ready mixed firm ups monthly

By
KEN KIRKPATRICK

Helping sponsor the Tulsa Home Information Center has boosted sales for the ready mixed division of Standard Industries, Inc., Tulsa, Okla., by more than $5,000 per month.

A group of prominent Tulsa supply firms and home builders sponsor the 3,000-sq. ft. Home Information Center. It is a gold mine of free information assembled for the use of Tulsans interested in new homes.

Planning for the Home Information Center began late in 1957, when one of the organizers of the non-profit corporation approached Standard Industries, Inc. The idea seemed sound, and Standard Industries agreed to participate.

The center, directed by Larry Robertson, an experienced realtor, was designed to provide complete information on all phases of home building and ownership in the Tulsa area. It is located on the ground floor of a Tulsa Home Federal Savings & Loan Assn. branch office. The building is on two major north-south, east-west streets, making it readily accessible from all parts of Tulsa.

Center Stresses Service

Theme of the Home Information Center is one of service, not selling. Nevertheless, it has proved to be an effective, though subtle, sales tool. There are no direct commercial tie-ins in the center. Names of the builders and building suppliers are simply listed on a wall plaque. In addition, the name of each builder is given beside a scale model of a home he is currently building.

Educational and service features of the Home Information Center include:

1. Three-dimensional maps of the Tulsa area and of Northeast Oklahoma.
2. Maps showing school boundaries of all Tulsa schools.
3. Maps showing bus routes and proposed expressway routes.
4. A huge aerial photograph showing each home in the Tulsa area.
5. Detailed cutaway models of various types of home construction methods and building material uses.
6. A library of tax, legal, and FHA information covering all phases of building and owning a home in Tulsa and Oklahoma.
7. Exhibits of kitchen and bathroom equipment.
8. Scale models of homes currently being built by the builder members of the group.
9. A scale model of Tulsa's proposed Civic Center.

Since the Home Information Center opened, June 8, 1958, about 30 people per day have visited it. Most of them are interested in building or buying a new home.

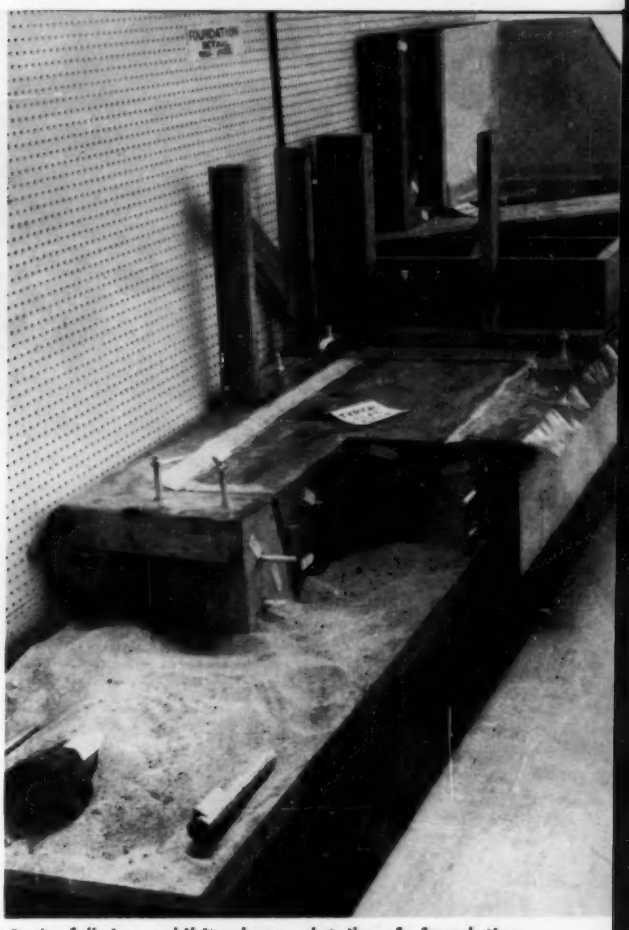
Members Share Costs

The Tulsa Home Information Center is a non-profit corporation. Supplier members pay proportional fees based on the probable benefits they will receive from additional home building. Builder members pay nominal membership fees. Six home builders are now members of the Home

● Robert Stover, Standard Industries, Inc., juggles parts of a model house, while Larry Robertson, center director, looks on.

Is Profitable...

volume by $5,000 plus



● A full-size exhibit shows details of foundation, flooring, wood framing, and wall construction.

Information Center, and several others have asked to join. Supplier members, in addition to Standard Industries, Inc., include a plumbing wholesaler, a metal window supplier, a wooden window supplier, a brick manufacturer, a tile manufacturer, an electric utility company, an appliance wholesaler, and a lumber dealer.

The project is set up on a one-year, experimental basis. Because the value of such an indirect approach to merchandising homes cannot be evaluated immediately, the final decision on continuing the center will not be made until near the end of the year. However, results of the first three months of operation have shown that the Home Information Center is an effective, new merchandising method. If home sales continue to increase as expected, the project will become a permanent Tulsa institution.

New Accounts Gained

Builders who participate in the Home Information Center have no contractual obligation to buy from suppliers who are also members of the Center. However, in many cases, they do so. Bob Stover, manager of Standard Industries' ready mixed division, said, "*In the first two months the Home Information Center was open, we gained five new, major accounts. All five of them are home builders. This means a monthly volume increase for us ranging from* $5,000 *to* $6,000."

According to Mr. Stover, Standard Industries expects their ready mixed volume to increase during the next year by about 15 to 20 per cent because of their participation in the Home Information Center. "Another benefit," said Mr. Stover, "is that association with members of the Home Information Center is a good promotional and public relations idea for us. The builders and suppliers in this organzation are alert, aggressive businessmen, and we feel that our relationship with them will be beneficial. A further advantage, which we can't measure in terms of money, is that people who visit the center become more familiar with the idea of ready mixed concrete; and, as a result, many of them become more favorably inclined toward the industry. We feel that this result is valuable also."

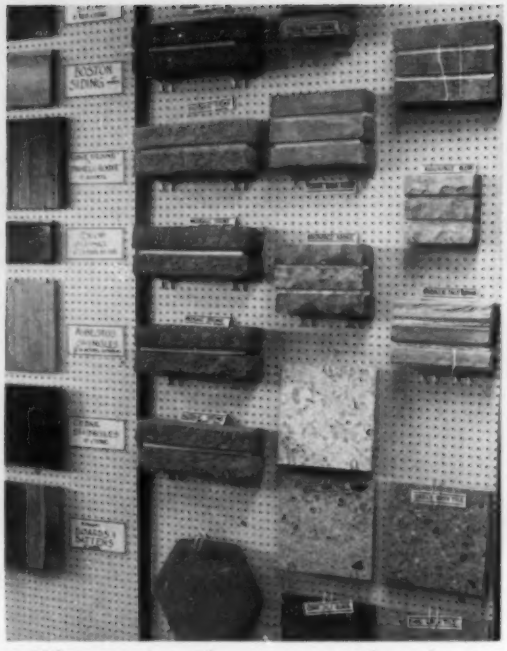
Home Sales Boost R.M. Sales

Mr. Stover stressed the fact that increased sales for builders were vital. "Our sales to home builders can grow only when our customers sell more houses. The center is certainly doing that for us. For example, James J. Crockett, among others, has been helped a lot by the Home Information Center."

Mr. Crockett was enthusiastic about the center. "I have sold about 50 homes since the center opened," he said. "Six of these sales directly resulted from buyers' visits to the Home Information Center. All six were practically order-taking propositions. The buyers had looked over the model home, they knew where schools, bus lines, shopping centers, and churches were, and they knew all the details of the cost of the house, down payment, and how the monthly payments broke down into principal, interest, taxes, and insurance. My salesman just picked up the buyers and closed the deals.

● Kitchen display gives the housewife a standard with which to judge her present facilities as well as a knowledge of what she can have in a new house.

● Relief maps of the Tulsa area on the tables and the scale maps and photographs on the wall help customers choose a suitable home site.



● What exterior siding or veneer does the prospective home buyer want; what color; stone, brick, or wood? All the Home Center visitor has to do is walk to the wall, look over the display of possible choices, and make a selection. Buying is made easy this way.

"About twelve more houses were sold with indirect help from the center. I am firmly convinced that the Tulsa Home Information Center has been one of the finest sales tools that home builders and suppliers could have."

Mr. Crockett has been building homes recently in the $10,000 to $12,000 price range, but he will soon begin a 25-home project in the southern part of Tulsa. "On the basis of our experience since the Home Information Center opened, I expect to have at least 15, and perhaps all of these new $15,000 to $16,000 homes sold before they are completed," said Mr. Crockett.

Mr. Crockett planned to begin construction on this group of homes about October 1. At about the same time, a model of these homes went on display in the Home Information Center. Mr. Crockett expects the center to be even more valuable to him in selling these higher-priced homes than it was with less expensive ones. "The people who are buying $16,000 homes are more experienced usually than buyers in the low-priced range, and they want much more information about the home they will buy. Often their purchase will be the third or fourth home they have owned, and they appreciate the detailed information we can provide them in the Home Information Center.

Quicker, Easier Sales

"Using the model home in the Home Information Center will give me a 30 to 90 day head start in selling these 25 homes. Because they can come in and see what the homes actually look like, where they are located, and where schools, buses, and other facilities are, buyers are able to make up their minds much earlier."

Mr. Crockett feels that the Home Information Center is an unqualified success. *"There is no doubt about it, as far as I'm concerned," he said. "The Home Center has been so valuable to me that I would be more than glad to increase my financial support of the center if it were necessary to do so."*

Mr. Crockett feels that the center has helped him to decrease his actual advertising costs and that it also meets a need for market research not available elsewhere. "We have learned a lot of things already about what Tulsa home buyers want," said Mr. Crockett. "For example, we have found that most buyers like sliding glass doors. On the other hand, it's just about a toss-up as to whether a buyer prefers an extra room or central air conditioning. The individual family situation determines which of the two is more attractive."

All homes built by builder members of the Home Information Center carry a one-year warranty issued by the Tulsa Home Information Center itself. This warranty is especially important to buyers using conventional loans, who, unlike FHA and GI buyers, are not protected with a warranty required by law.

"I have found that the one-year warranty given by the Home Information Center pleases buyers," Mr. Crockett said. "Although I have not been using it as a sales aid in the past, I intend to do so in the future. I think it will be a real help in selling new homes."

Standard Industries, Inc., feels that results like these are sure evidence of the value of the Tulsa Home Information Center. Manager Bob Stover said, "The Home Information Center has already helped home builders greatly during its first few months, and we think we can expect even better results in the future, when the center becomes better established and better known. In fact, the center should become more and more effective as time goes by. We are sure that it will continue to increase home builders' sales, and that means more sales for us."

(*Article begins on page* 31)

engineering concepts.

COMMENT by Mr. Gross: I believe any engineer can be a salesman and that salesmen can be given engineering training. Salesmen should know more about the product than the customer knows.

QUESTION: Should advertising be addressed to the general public?

ANSWER by Mr. Gross: Yes, you can address the general public with institutional advertising.

QUESTION: What are prestressing steel manufacturers doing in advertising prestressed concrete?

ANSWER by Mr. Kasten: The steel companies have not been selfish. They are helping to create a market. Case histories based on specific projects have been used in steel company advertising. I'm sure that strand producers plan to continue to run job stories in their advertising and to continue to work with highway engineers as they have been doing.

On Wednesday afternoon, 320 of the convention visitors were taken by chartered buses to the research and development laboratories of the Portland Cement Association in Skokie, Ill. The visit was planned especially to see the new fire test center and the structural materials laboratory. Before the laboratory inspection the PCI delegates were taken on a tour over the northern section of the new Tri-State Tollway.

The first event on the Thursday morning program, with A. H. Gustaferro as Chairman, was a report by J. Ashton Gray, chairman of the PCI Plant Standards committee. This related to the proposed certification of prestressing plants which meet certain standards of plant, equipment and materials. The report sparked a lively discussion led by Mr. Gray who declared there is an acute need for a definition of minimum standards for prestressing plants. The Plant Standards committee was appointed a year ago. Now, Mr. Gray said, the PCI directors want members to approve a plan to employ a competent inspection and regulating agency and back the plan with national advertising. With 260 producers now operating in the United States. Mr. Gray said a self-regulation and quality verification program are urgently needed. PCI members are to be canvassed on their opinions as to cost and means of financing the proposed program.

Members were told that possible cost for the verification program might run from $1,500 to $1,700 per plant and that if advertising were approved the overall annual cost for each plant might be as much as $3,500. There was a spirited discussion on the floor as to whether the proposed program could be financed on a fixed fee basis or a sliding scale rate based on annual tonnage of each plant. Means of enforcement of proposed minimum standards was also discussed.

The second feature on the Thursday morning program was a panel discussion on "Longer Span Prestressed Bridges." This was led by Morris Schupack, of Schupack & Zollman, consulting engineers, New York City and Newton Square, Pa. Panel members were: Felix Kulka of T. Y. Lin & Associates, consulting engineers, Los Angeles; Russell Fries, construction engineer, DeLeuw, Cather & Brill, Chicago; Andrew J. Brown, of Skidmore, Owings & Merrill, Chicago; Noel Willis, bridge engineer, department of streets, City of Philadelphia; and Luis P. Saenz, consulting engineer, Havana, Cuba.

Mr. Schupack showed slides of details and finished views of many notable prestressed concrete bridges. Among these were the Walnut Lane and Gorgas Lane Bridges in Philadelphia and the Oneida Lake bridge near Syracuse, N. Y. Other bridges shown and discussed by panel members included the Windsor bridge at Hartford, Conn., Feather River bridge in California and the Montrose Avenue bridge in Chicago. Mr. Schupack told members of the Institute that he believed lightweight aggregate may be used in prestressed bridges before long.

Professor Saenz described a number of notable, long-span prestressed bridges built in Cuba. He said several such bridges with spans from 350 to 900 ft. long are being planned and asserted that spans up to 2,000 ft. long can be designed.

The last feature of the Thursday morning session was a paper by Edwin N. Searl of the National Fire Protection Association, on "Fire Ratings and Building Codes." Mr. Searl is Chairman of the Association's committee on Construction of Buildings and is superintendent of engineering, Western Actuarial bureau.

"Evaluation of fire experience is not an exact science," Mr. Searl said. "Many variables affect fires. It is important to develop information under test conditions. Fire insurance rates are based on degree of hazard and extent of protection. Safety is the purpose of building codes. Modern codes are based on performance standards. Your industry is facing up to its responsibility. I believe you will come up with the right answers."

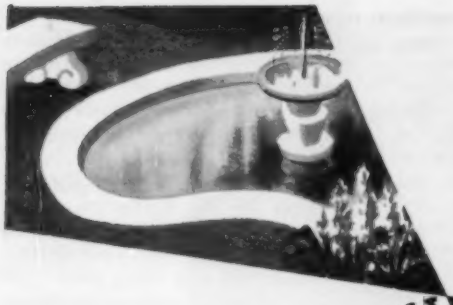
The closing session of the convention Thursday afternoon began with a report on the Berlin prestressed conference in the summer of 1958, by Ben C. Gerwick, Jr., retiring PCI president. He said there were 1200 delegates from 40 different countries. Thirty PCI members attended. Berlin reconstruction, Mr. Gerwick said, is being accomplished largely with prestressed concrete.

Professor T. Y. Lin of the University of California, Berkeley, whose work is generally recognized as having speeded up the development of prestressing in the United States, spoke on "Prestressed Concrete in the U. S. S. R. Relative to U. S. A. Practice." Professor Lin said the Russians are ahead of us in certain areas and behind in others. In the field of production, he said the Russians have advanced standards of mechanization. One point of difference between American and Russians standards he noted was the fact that their construction is not too attractive.

Philip E. Balcomb of American-Marietta Co., in closing the final program, reminded the PCI members that: "Your industry has grown up. It has gained national recognition and assumed responsibilities. It is now generally recognized that there is a prestressed concrete industry." He announced that the 1959 convention would be held at the Deauxville Hotel, Miami Beach, Nov. 1-7.

The following new officers were elected: President, Peter J. Verna, Jr., president of Concrete Materials Co., Charlotte, N. C.; Vice President, Philip E. Balcomb, American-Marietta Co., La Grange, Ill.; Treasurer, Jacob O. Whitlock, president Midwest Prestressed Concrete Co., Rochelle Ill. New directors: John K. Zimmerman, Pensylvania Prestress, York, Pa.; R. O. Kasten, Union Wire Rope Corp., Kansas City, Mo.; Randall M. Dubois, president Freyssinet Co., Inc., New York. Directors reelected were Ben C. Gerwick, Jr., Douglas P. Cone, George W. Ford, Ashton Gray and Professor T. Y. Lin.

Concurrent with the meetings some 50 manufacturers presented informative exhibits of various kinds of equipment and accessories use in prestressing work. The exhibits were very well attended and endorsed as extremely helpful as an adjunct to the convention program.



WHITEST BY ANY STANDARD

WHITEST

There are dozens of places around the town or farm home where Trinity White portland cement is much more effective. Use it. Trinity White is much better in appearance than standard grey for walks, pools, drive-ways, etc. You will find the added cost is unimportant in comparison with the better appearance of the improvements.

A product of GENERAL PORTLAND CEMENT CO.
CHICAGO • DALLAS • CHATTANOOGA • TAMPA • LOS ANGELES

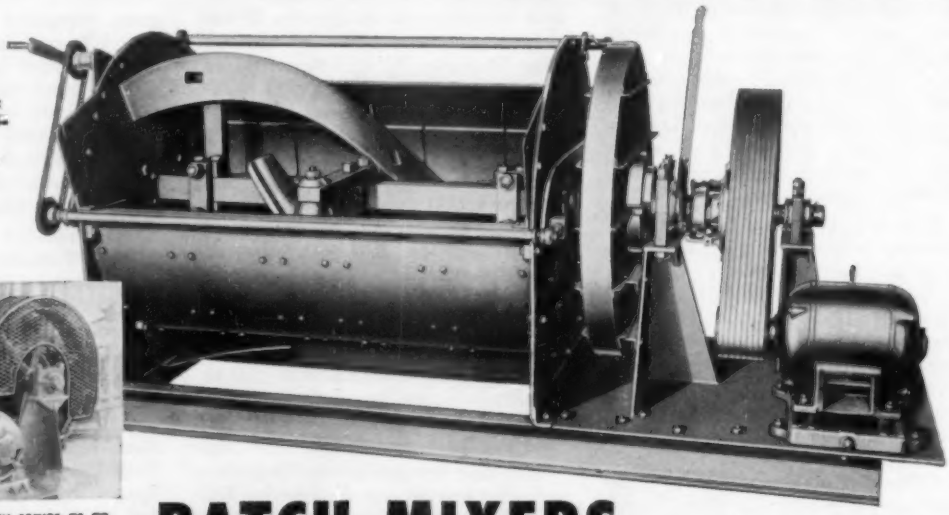
Trinity White

PORTLAND CEMENT

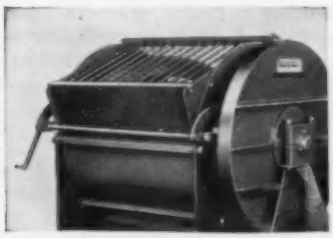
Whitest in the bag
Whitest in the mix
Whitest in the completed job

As white as snow

Capacities: 5-12-18-25-30-40-50-cubic feet.



Guard for mixer and pulley serves as an added safety precaution.



Drum grid cover permits quick charging with complete safety.

BATCH MIXERS Manufactured by the makers of the world-famous VIBRAPAC

• Besser Batch Mixers have long been regarded as the standard for the industry. Features include: Twin Spiral Blades made of Ni-Hard abrasion-resisting iron — Quick acting, air-operated discharge gate with strong cylinder action. Entire contents of mixer drum discharged in 15 to 20 sec. — Special alloy shafting ground on bearing surface to insure proper fit — Steel cut gears operate in a continuous oil bath — Reversible main gear made of special alloy steel, properly stress relieved and hardened to give extra long wear — Fully enclosed, anti-friction bearings assure smooth operation. Write for Bulletin No. 111A.

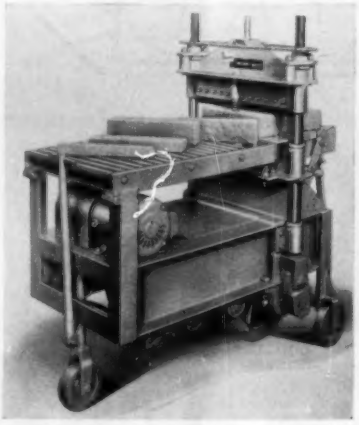
BESSER Company Box 127, Alpena, Mich., U. S. A.
Complete Equipment for Concrete Block Plants

A Look at What's New in

EQUIPMENT and MATERIALS

Now a Complete Line Of Block Splitters

A new and complete line of block splitters known as the Besser "Contour-Matic," has been announced by the Besser Company, Alpena, Mich. Models range from the largest 16-in. and 24-in. powered splitters down to three small on-the-job trimmers. The trimmers are reported to be just the right tool for mason contractors and dealers in masonry equipment. A low-cost 16-in. hand-operated model is also available for those producers who want to try the split block



market before purchasing a larger automatic production size splitter. All splitters, except the smallest trimmer, feature the patented self-leveling and exclusive "Contour-Matic" upper and lower blade arrangement which is said to eliminate cross breakage, thereby reducing the number of culls to a minimum. The "Contour-Matic" blades have been successfully field-tested over a two year period on all types of masonry products, and are said to give top performance with little or no maintenance required.

Contour-Matic splitters operate on a 100 per cent mechanical principle with the power transmitted through a simple gear train. The larger powered 16-in. and 24-in. splitters are reported to have a production capacity in excess of 900 block per hour (1800 halves). They can be operated on either an automatic or single cycle basis. Easy and fast adjustment of the top splitting head and blade, another patented feature, makes change over to various heights 1 in. to 8 in. an easy matter. All types of masonry units can be successfully cut on any of these new trouble free splitters.

For information on this new line of splitters, write Besser Co., Special Products department, Alpena, Mich.

Enter M48 on Inquiry Card

Booklet Offered On Cold Weather Concrete

An eight-page pamphlet, entitled "Year Round Concreting," summarizes the new American Concrete Institute's standard recommendations for cold weather concreting. It tells how calcium chloride and other developments aid in placing quality concrete that's durable in cold weather.

The publication includes sections on accelerators, preparation before concreting, winter concreting objectives, and protection required. A two-page chart illustrates data on effect of 2 percent calcium chloride at temperatures of 73, 55, 40 and 25° F, on Type 1 and Type 3 cement. Guide specifications, prepared by the Calcium Chloride Institute are included for architects and consulting engineers.

Copies of "Year Round Concreting — A. I. A. File No. 3-B-2," are available immediately on request to the Calcium Chloride Institute, 909 Ring Bldg., Washington 6, D. C.

Enter M49 on Inquiry Card

Folder Tells About Watertight Concrete

A factual summary of authoritative thought on the design and specification of watertight concrete is given in a six-page folder available from the Master Builders Co. Discussion covers the basic requirements for watertight concrete and how Pozzolith reduces permeability, shrinkage, bleeding and segregation to produce strong, durable structural concrete that is highly resistant to the penetration of water under normal conditions. This folder may be obtained free by writing the Master Builders Co., 7016 Euclid Ave., Cleveland 3, Ohio.

Enter M50 on Inquiry Card

New Catalog Issued On Stow Portable Heaters

Stow Mfg. Co., Binghampton, N. Y., announces the publication of a new catalog on its complete line of Stow Portable Space Heaters. The new publication, designated as Catalog 5815, contains many pictures of heater units and gives complete specifications of nine different models, including those with built-in thermostats. Information on how to select the correct size of heater is also given. Copy of the new catalog will be mailed on written request to Stow Mfg. Co., 276 Shear St., Binghampton, N. Y.

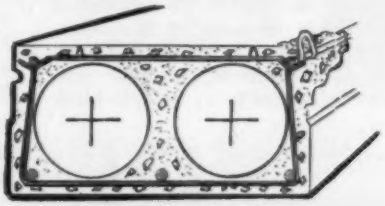
Enter M51 on Inquiry Card

put the *STRESS* on AUTOMATIC

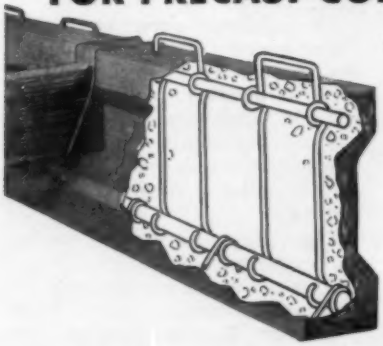
fast, precise, reinforcing for Concrete Products

FOR PRESTRESSED CORED SLABS

STIRRUPS and LEVELING LOOPS for prestressed concrete cored slabs.



FOR PRECAST CONCRETE JOISTS...



Stirrups, Chairs and Hangers

Designed for ease of use in the reinforcing of concrete joists and other pre-cast concrete products.

• SPECIAL SIZES • PROMPT DELIVERY

Send for prices, literature, samples TODAY!

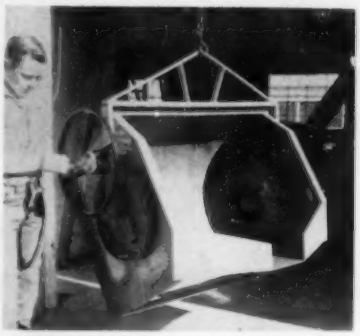
serving the Concrete Products Industry

AUTOMATIC SPRING COILING CO.

4045 West Thorndale Ave., Chicago 30, Ill.

Superior Has New Line Of Concrete Buckets

Superior Concrete Machinery Co., Columbus, Ohio, announces the development of a new line of concrete buckets for use in the factory or on a job in the field. According to the manufacturer the new buckets are especially adapted for use in burial vault or septic tank plants. Two designs are offered: one the "tilt and pour" type, the other the bottom push-pull, slide gate type with special leverage handle. Both designs are heavily built in several sizes which the manufacturer says are easy to keep clean.



Illustrated literature and complete details will be mailed on request to Superior Concrete Machinery Co., 1583 S. High St., Columbus, Ohio.

Enter M52 on Inquiry Card

Robertshaw Vibraswitch Explained in Bulletin

A new industrial bulletin released by the Aeronautical and Instrument Division of Robertshaw-Fulton Controls Co., Anaheim, Calif., explains and illustrates the functions of Model 65 Vibraswitch Malfunction Detector. Operating principles, installation diagrams, dimensions and adjustment considerations are included in

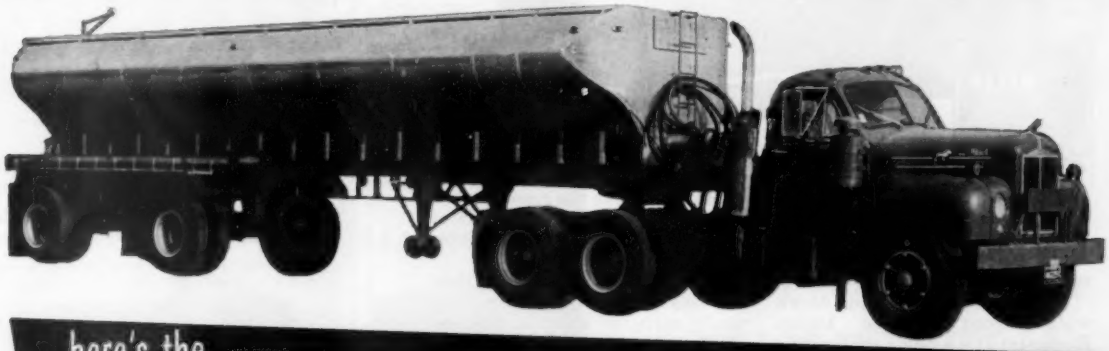
BESSER Brickveyor

• The Besser Brickveyor is the modern way to position brick for the cubing operation. A brick cuber picks up 32 brick at a time and deposits them on Brickveyor in an upright position. Two variable speed belts automatically tip brick from vertical to horizontal position. Adjustable inclined gravity roller conveyor accumulates rows of brick for brick clamp handling at opposite end of Brickveyor. The brick clamp, interchangeable with block cubing clamp, assures fast, safe handling from Brickveyor to cube.

Brickmaking is profitable when you can make brick on a Vibrapac and cube them with the help of a Brickveyor. Handles up to 60,000 brick per day. Speeds up the job.

• Send for Bulletin No. 128 describing 4 ingenious ways of handling block or brick by power.

BESSER COMPANY • Complete Equipment for Concrete Block Plants • Alpena, Michigan, U. S. A.



here's the
9300 LB. TRANSPORT BODY
... that hauls THOUSANDS of EXTRA PAYLOAD POUNDS

Compare other transport bodies with Baughman's famous 9300 lb. 36 ft. aluminum Model SST-11, a complete semi-trailer unit ready to roll. Lighter weight Baughman transport body means you can haul more payload on every over-the-road run. Automatic self-unloading Model SST-11 is also available in steel, weighing just 11,129 lbs. and capable of carrying 720 cu. ft. Added capacities available. Baughman welcomes the opportunity of working with you to plan the type of body you need.

For . . .
- **CEMENT**
- **SALT**
- **OTHER FREE FLOWING MATERIALS**

WRITE TODAY for illustrated Bulletin A-415.

BETTER SERVICE THROUGH BETTER ENGINEERING. SERVICE AND PARTS FROM 200 SERVICE BRANCHES.

BAUGHMAN

BAUGHMAN MANUFACTURING CO.

142 ARCH STREET • JERSEYVILLE, ILL.

the 4 page, 2 color bulletin RF-586.

The Model 65 Vibraswitch is said to provide protection for large motors, pumps, compressors and other rotating equipment by responding to mechanical malfunctions the instant they occur. Failing bearings, bent shafts, broken blades, overspeeding and similar malfunctions cause increased imbalance or high frequency vibration detectable with the device. It may be wired to actuate an alarm or cause a shutdown before costly damage occurs. The Vibraswitch is designed for maintenance-free service in permanent installations. Copies of Bulletin RF-586 may be obtained by writing Robertshaw-Fulton Controls Co., Santa Anna Freeway at Euclid Ave., Anaheim, Calif.

Enter M53 on Inquiry Card

Offer Folder on Single Strand Tensioning Unit

The Prestressed Equipment Co., Lakeland, Fla., announces the development of a single strand jacking unit. This newly-developed equipment is described in detail in a four-page illustrated folder entitled, "Single Strand Tensioning for Prestressed Concrete." The unit, said to be in service now in plants of Leap Associates making double tees and large prestressed beams, includes a 36-in. travel pull-type 10-ton jack, hydraulic pump, motor, remote controls and all accessories.

A free copy of the descriptive folder will be mailed to any concrete producer who requests it from Prestressed Equipment Co., P. O. Box 1264, Lakeland, Fla.

Enter M54 on Inquiry Card

COST CONSCIOUS?

Why not join the swing to . . . FRONT ENGINE DRIVE ROCKETS?

FOR MORE ECONOMICAL OPERATION . . .

Many ready-mix operators have learned that Front Engine Drive Rockets cost less initially and less to operate give them more profit.

Why your costs go down with Front Engine Drive Rockets: It's a basic engineering principle that as the work load on a single engine increases, so does efficiency. Friction and wear are minimized in the smooth even flow of power from both ends of engine. Result — less maintenance, less downtime.

Most operators are finding they use less gasoline too, than they would with two engines. For example, one operator reported a minimum savings of $350 per year.

AND EASIER CONTROL . . .

Finger Tip Control in Cab, so your driver can quickly and easily disengage the mixer drive and transfer full power to truck. Positive discharge and accurate chute placement controls are conveniently grouped at rear of mixer.

Write today for more information about this great, extra-feature-loaded mixer valve that costs less initially, less to operate, less to maintain.

CONCRETE TRANSPORT MIXER CO.
4983 FYLER AVE., ST. LOUIS 9, MO.
FL 2-7800
CTM

New Fast-Stripping Septic Tank Form

Concrete Equipment Co., Inc., Florence, Ala., has developed a new septic tank form featuring a one-piece tapered core. The form is filled and stripped in an upright position. The stripping procedure is started with a hydraulic jack mounted in the base. After the initial break, the core is removed by an overhead hoist. The hinged sides of the form and quick release clamps eliminate the need for wedge pins. According to the manufacturer, this form can be stripped and set up for pouring in 40 minutes.

The septic tank form is made with heavy-gauge steel plate, reinforced for long service. It is also equipped with six knockout plugs to accommodate inlets and outlets from any position. The manufacturer states that

no concrete placing area is required, since the form comes equipped with a steel pouring base. The outside of the tank is also tapered to accommodate holes which have not been dug square. The forms are available in popular sizes that meet state specifications.

More complete information may be

obtained by writing Concrete Equipment Co., Inc., P. O. Box 595 Florence, Ala.

Enter M55 on Inquiry Card

Develops New Fast Operating Car Shaker

A new electro-mechanical car shaker said to empty railroad hopper cars ten times faster than manual methods usually employed, has been developed by Syntron Co., Homer City Pa. The Syntron-Sinex shaker's four horsepower, self-lubricating motor produces 850 powerful vibrations a minute—unloads coal, rock, sand, gravel and other hard-to-handle bulk materials fast. Eliminates rodding and poking; reduces labor costs and demurrage. The shaker, containing a powerful, totally enclosed vibrating motor mounted on a hook-type steel frame, offers easy attachment.

Complete data and specifications immediately available — without obligation — upon request from Syntron Co., 324 Lexington Ave., Homer City, Pa.

Enter M56 on Inquiry Card

Publish Case Histories On Concreting Problems

Case histories of concreting problems encountered and solved in stadium and auditorium construction, are recorded in Master Builders Reporter No. 12. Construction stories of 16 outstanding stadium and auditorium projects in this country and abroad cite the role played by Pozzolith in obtaining the desired handling properties of concrete during placement and to meet exacting requirements for concrete in the hardened state.

Among projects included are: Dallas Memorial Auditorium with its unique lightweight concrete roof design; the placing of the reinforced concrete dome roof of the Albuquerque Civic Auditorium; and the thin shell concrete roof design of the University of Cincinnati Armory. These and 13 other case histories are dramatically illustrated by photographs.

This 20-page Reporter, designed MBR-P-12, may be obtained free by writing the Master Builders Co., 7016 Euclid Ave., Cleveland 3, Ohio.

Enter M57 on Inquiry Card

Booklet Tells How To Add Life to Wire Rope

Service life of wire rope can be extended by eliminating excessive localized wear and damage, according to a four-page illustrated bulletin just released by Leschen Wire Rope

UNIFORM PRODUCTION

FOR BLOCK AND READY MIX PLANTS

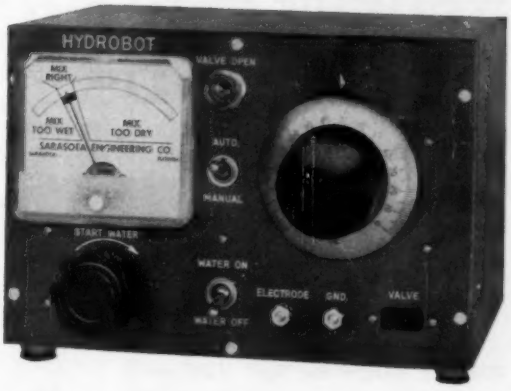
HYDROBOT

FOR UNIFORM BLOCK PRODUCTION

HYDROBOT is an electronic instrument to automatically shut off the mix water when the mix is the proper consistency.

ACCURATE — Will duplicate batches with far greater precision than human judgement.

SIMPLE — Installed by your own maintenance man. Single dial adjustment. Allows easy setting for any moisture requirement.



$278.00 Delivered Less 2% 10 Days

MARK X, H_2O METER – FOR UNIFORM READY MIX PRODUCTION

The MARK X is an electronic instrument to determine the moisture in fine aggregates, such as sand, screenings, etc.

ENGINEERED — to be the most reliable and accurate instrument produced for the purpose at any price.

POPULAR — Most widely used Moisture Meter ever marketed — THE STANDARD OF THE READY MIX INDUSTRY.

Automatic MEMORY — The batcher can see at a glance what his previous moisture has been and whether or not it has changed since the last batch.

$178.00 Delivered Less 2%, 10 DAYS

WRITE TODAY FOR DETAILS

SARASOTA ENGINEERING COMPANY, INC.

DESIGNERS • MANUFACTURERS • CONSULTANTS

P. O. BOX 1329 SARASOTA, FLA.

PHONE: RINGLING 7-3034 CABLE ADDRESS: "SARENCO"

IT'S BRAND NEW

Cleveland's RC-5 — a new quiet, light-duty electric vibrator

- IT'S QUIET
- DEVELOPS 275 LBS. OF CENTRIFUGAL FORCE
- ALL ELECTRIC
- OPERATES ON LESS THAN .5 AMP. ON 220 V.

Compact design for light duty on bins and hoppers, chutes, tubes, and other storage facilities for bulk materials. Prevents bridging, plugging and arching — eliminates processing delays.

Write for detailed information and prices.

Air or Electric

Portable or Permanent

Silent or Standard

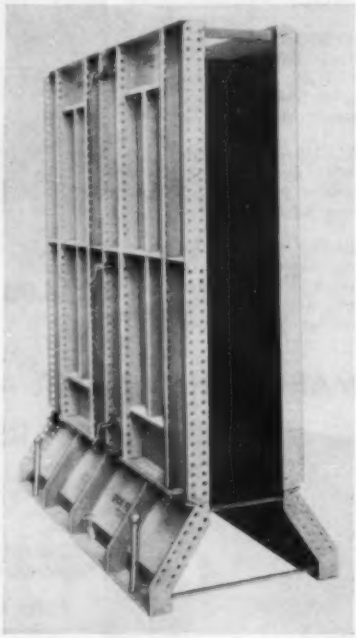
D11-2706 Clinton Av. • Cleveland 13, O.

Division, H. K. Porter Co., Inc. Leschen Red-Strand Service Bulletin No. 106 points out that users frequently discard lengths of otherwise serviceable rope because of localized damage. The bulletin lists all possible causes of these conditions and suggests corrections that will extend service life. Bulletin No. 106 can be obtained by writing to: Advertising Department, Leschen Wire Rope Division, H. K. Porter Co., Inc., 2727 Hamilton Ave., St. Louis 12, Mo.

Enter M58 on Inquiry Card

New Forms Offered For Spread Footings

Designed to permit concrete footings and foundation walls to be poured at the same time, a new type of spread footing forms has been announced by Economy Forms Corporation, Des Moines, Iowa. These are constructed for use with regular Efco form equipment. By pouring footings



and walls in one operation, important savings result in time and labor. Construction is speeded-up by eliminating the need for footings to harden before pouring walls, according to the announcement.

Efco Spread Footing Forms are all steel — thus permitting hundreds of reuses. Standard height of forms is 10 inches; height of footings cast is 8 inches. Forms are produced in lengths of 96 in., 48 in., 24 in. and 12 in. Spread corner forms for inside and outside are also available. Illustrated descriptive material on Efco Spread Footing Forms will be sent on request to Economy Forms Corp., Box 128-H, Highland Park Station, Des Moines, Iowa.

Enter M59 on Inquiry Card

Clipper Introduces New Masonry Diamond Blade

The Clipper Manufacturing Company announces the development of a new diamond blade specification de-

signed for low cost cutting of concrete block and other highly abrasive masonry materials. The Clipper MD-7266 is a tungsten carbide bonded blade featuring a new type segment. The segments appear to have two sections. The outer portion is conventional in appearance with a usable diamond depth of ⅛ in. Below this diamond depth area, is a non-diamond bearing strip. This very hard strip of metal helps to minimize undercutting and maintain segment width throughout the life of the blade, permitting the operator to use the blade until the last bit of diamond has been used.

This new Clipper diamond blade specification is available in both 14-in. and 18-in. diameters. For complete information on the new MD-7266 or for additional information on Clipper's complete line of masonry saws and blades, write the Clipper Manufacturing Co., Suite 133, 2800 Warwick, Kansas City 8, Mo.

Enter M60 on Inquiry Card

Link Belt Expands Conveyor Idler Line

An expanded new line of belt conveyor idlers has been introduced by Link-Belt Co. Offered in five series and in width ranging from 14 in. to 84 in., the new line increases the number of idler variations the com-

EDMONT CASE NO. 615: For handling concrete block in a Michigan plant, canvas gloves lasted only 1 shift. Edmont recommended a triple-thick plastic palm coated glove (No. 31 Monkey Grip) which wore 24 shifts, cutting glove costs 85%.

Block plant cut glove costs 85%

No. 31 Monkey Grip triple-thick palm

In case above, the Edmont-recommended glove outwore canvas 24 to 1 because it fits the job of handling rough, abrasive concrete and cinder block better than any other glove made. Its triple-thick coating of vinyl plastic has unequalled abrasion resistance. Excellent non-slip grip prevents accidents. Perfect hand-fitting pattern increases comfort.

Free Test Offer To Listed Firms: Describe your operation. From over 50 types of Edmont gloves, we will recommend the one that fits your job and supply samples for on-the-job testing.

Edmont
JOB-FITTED
GLOVES

Edmont Manufacturing Company
1206 Walnut Street, Coshocton, Ohio
In Canada write MSA, Toronto

For QUICK RESULTS

put your problem in
CONCRETE'S
Classified Ad Section
TOPS FOR:

- **Buying and selling used equipment.**
- **Finding experienced help.**
- **Locating the job you want.**

The cost is low—$10.00 per column inch. All classified ads are sold in even inch multiples. Closing date for all classified ads is the 15th of preceding month. Box numbers available at no extra cost on request.

SEND YOUR AD IN TODAY TO:

CONCRETE PUBLISHING CORP.

400 W. Madison St. **Chicago 6, Ill.**

NOW!

Get the CONCRETE FACTS on Powdered PLASTICIZER!

1. Is it necessary? **YES!**
2. Does it make a better looking block? **YES!**
3. Does it SAVE wear and tear on equipment? **YES!**
4. Do most better brands do the Job? **YES!**

WHAT'S THE BIG DIFFERENCE?

COST!

FORRER'S XL-100 is 32¢ a pound. With Forrer's you use *Only 1* tablespoon per sack of cement. 128 tablespoons/lb. = ¼ cent per bag of cement.

BRAND "B" Sells at the same price of 32¢ lb. — Yet there are only 64 tablespoons per pound. Therefore your cost is ½¢ per bag or double the cost of XL-100.

BRAND "C" You pay 17¢ per pound. BUT you need 1 oz. per Bag or about 1¢ per Bag. This is 4 times the cost of Forrer's XL-100.

BRAND "D" Is 15¢ per pound — Like Brand "C" it COSTS you close to 1¢ per Bag, or actually 4 times the cost of XL-100.

Look at the Facts! Then Decide on Forrer's XL-100. See Why . . .

"The Best — Costs You Less!"

Note: Forrer's operates *only* through legitimate concrete supply agencies — never through grocery or super markets.

COMPARE!
SEE THE AMAZING DIFFERENCE!

Forrer's XL-100 is a dry hydrated powder with wetting and dispersing agents. It's easy to use and economical too — costs but ¼¢ per bag. Free sample on request.

Forrer's
PRODUCTS FOR MASONRY
SINCE 1926

Division of
SPRAY-O-BOND CO.
2225 N. Humboldt Ave.
Milwaukee 12,
Wisconsin

Dodson's Digest

A la carte(r)

A garage builder had just opened for business, and I called on him to tell him about Calcium Chloride.

"Name's Dodson," I greeted him as I entered. "Like to talk about . . . "

"Mine's Carter — Bill Carter," he interrupted. "You've come at a bad time. Never again will I start a garage business in the winter!"

"No better time to tell you about Calcium Chloride," I explained, handing him my card. "When you lay your concrete slabs, Calcium Chlor - - - "

"Hold it a minute, Dodson," he broke in. "I'm up to my neck in capital outlays. If you've got something that'll put change in the old purse, okay. If not, see me next summer."

"Well, Mr. Carter," I said, "I've been around long enough to know that anyone just starting up has his hands full! I wouldn't bother you if I didn't think Calcium Chloride could do you some good!"

"Go on then," he consented. "But hurry. Got a lunch date in ten minutes."

"As I started to tell you," I continued, "you'll save by using Calcium Chloride in your concrete mix. Reduces set-time by two-thirds, so your crew leaves the job sooner. You cut down on fuel and canvas. Gives the concrete higher early *and* final strength! Prevents freeze-ups — and there's less chipping and cracking."

"Okay, okay, Dodson," he replied. "I'll consider it."

Just then he opened a drawer and took out a lunch sack. "Hey!" I laughed. "Thought you had a date!"

"I do!" he replied, grinning. "Here, have a sandwich!"

— L. D. Dodson

P.S.—*If cold weather is eating away your profits, send for your free copy of our booklet, "How To Make Better Concrete Products and Ready Mix." Wyandotte Chemicals Corporation, Wyandotte, Michigan. Offices in principal cities.*

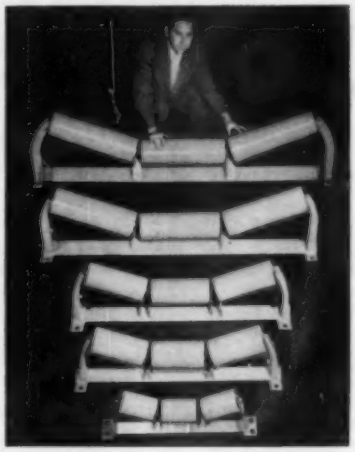
Wyandotte CHEMICALS

MICHIGAN ALKALI DIVISION

HEADQUARTERS FOR CALCIUM CHLORIDE

pany manufactures from 38 to 64. In all, the new line includes more than 630 different types and sizes. The five series of idlers, designated as Series 5000 through 9000, make possible the exact matching of idlers to specific operating requirements of all belt conveyor applications.

A wide range of idler types is available in most series. In addition to flat, 20-degree and 45-degree troughed idlers, others include: rubber cushioned idlers for use at load-



ing points; positive action and actuating disc training idlers, and variable troughed idlers. All five of the new idler series feature inverted angle bases. On all idlers, removable steel retainer clips at each bracket hold rolls in position. All idlers are filled with grease at the factory and can be installed without further lubrication. "Grease-thru" lubrication is provided on all idlers except the Series 5000.

For additional information on the new line of idlers write: Link-Belt Co., Prudential Plaza, Chicago 1, Ill.

Enter M61 on Inquiry Card

Eight New Data Sheets Issued on Vermiculite

Eight new data sheets for vermiculite concrete roof insulation and roof decks have been issued by the Vermiculite Institute. There is also a new long form specification. Roof Insulation Sheets Nos. 1 and 2 cover 1:6 and 1:8 mixes over vented galvanized steel roof decks. Venting methods are also shown. Roof Insulation Sheets Nos. 3 and 4 cover the same mixes over structural or precast concrete decks. Roof Deck Sheets Nos. 1, 2, 3, and 4 cover, respectively, vermiculite decks over fiber insulation and acoustical form boards, glass fiber acoustical form board, cement-asbestos form board, and paper-backed wire lath.

Tables give "U" values of roofs covered with built-up roofing with or without a ceiling under the deck. Sketches show application. The long form specification covers both insulation and roof decks, and includes venting details and load span tables for sub-purlins.

No charge when requested on firm letterhead, from Vermiculite Institute, 208 South LaSalle St., Chicago 4, Ill.

Enter M62 on Inquiry Card

Kwik-Mix Co. Fork Truck Lifts 4,000 lbs. up 22 ft.

Kwik-Mix Co., Port Washington, Wis., has developed a "Hi-Lifter" by which it is claimed up to 4,000 lb. loads can be raised 22½ ft., using a three-piece telescopic boom. The new unit is designed to operate the year around over practically all ground conditions. Top maximum weight lift with the fork truck (to 10 feet and also using a 24 in. load center) is 6,000 lbs. Fork mast on the "Hi-Lifter" is all hydraulically controlled. In addition to offering high lifts, the telescoping mast allows entrance into low headroom areas while permitting good visibility for the operator. The mast can be tilted 10 degrees forward or backward.

A combination of power steering, convenient placement of controls, four-wheel drive and large tires provide good traction and easy movement, even over rough terrain. Top speed for long hauls or moving from

Demand Goes
UP! UP! UP!

FROM OUR NEW PLANT
WE CAN FILL ORDERS
OF ANY SIZE, ANYWHERE

`PLASTI KING´
TRADE MARK

the plastic coated glove of industry!

More and more buyers insist on Plasti-King for comfort, long wear, reliability, safety, economy. . . . Styles for every need!

Write us for nearest distributor

Vinewood 2-4007

SARJANIAN GLOVE COMPANY
7271 Dix AVENUE DETROIT 9, MICHIGAN

For QUICK RESULTS

put your problem in

CONCRETE'S

Classified Ad Section

TOPS FOR:

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SEND YOUR AD IN TODAY TO:

CONCRETE PUBLISHING CORP.

400 W. Madison St. Chicago 6, Ill.

MOVE MORE RACKS PER DAY
with All New truck-man "75"

7,500 LB. CAPACITY

at no extra cost

PACKED WITH NEW FEATURES

- ★ Handles Your Largest Racks
- ★ Exceptional Ground Gripping Traction
- ★ Unequalled Flotation
- ★ "No-Spin" Differential
- ★ One Finger Power Steering
- ★ Unsurpassed Visibility
- ★ 94″ Outside Turning Radius (with 60″ platform)
- ★ Electric Starter

A REAL BRUTE DESIGNED FOR BLOCK PLANTS—Truck-Man's new "75" really hustles your racks. 75° wheel angularity on steering (rear) wheels—shortest possible turning radius • Wide profile, ground gripping tread tires on rear (23 x 8.00 x 10) will take you places no other platform truck can go • Ample power to bull through mud and snow • "No-Spin" differential keeps you moving as long as one drive wheel can get a bite • Forward and reverse transmission with simple controls for easy maneuverability at speeds up to 12 mph • Wide, load wheels carry the load • Power steering for easy control—MOVE MORE RACKS PER DAY, ANYWHERE, with a TRUCK-MAN "75".

OTHER TRUCK-MAN MODELS

High Lift Models for stacking and loading—Y-40, 4,000 lb. • Y-50, 5,000 lb. • Y-60, 6,000 lb.—Model DHP, 4500 lb. Platform Truck.

WRITE TODAY FOR LITERATURE ON PLATFORM AND HIGH-LIFT TRUCK-MAN MODELS

truck-man LIFT TRUCKS
by the KNICKERBOCKER COMPANY
570 LIBERTY ST., JACKSON, MICHIGAN

job to job is 18 miles per hour. Power unit is a 70 hp. water cooled gasoline engine. An automatic transmission provides smooth stop and go operation and three speed ranges, forward and in reverse.

Complete information on the "Hi-Lifter" may be obtained by writing Kwik-Mix Co., 235 W. Grand Ave., Port Washington, Wis.

Enter M63 on Inquiry Card

Brochure Available On Masonry Wall Coating

A new four-page, illustrated brochure outlining the properties and advantages of Hydrocide Colorcoat, a heavy-bodied, textured decorative coating for exterior masonry walls above grade, is now available from the Building Products Division of L. Sonneborn Sons, Inc., New York. The two-color bulletin describes how Hydrocide Colorcoat can also be used for interior masonry surfaces above grade on new as well as existing buildings. It includes a complete listing of the product's water-repellent, elasticity, durability, and bonding properties.

Color chips are used to illustrate each of the ten colors offered by the manufacturer, as well as to indicate the kind of texture obtained through use of the product. These colors include: White; Desert Tan; Mint Green; Concrete Gray; Canyon Tan; Cloud Gray; Ranch Rose; Slate Gray; Old Ivory; and Tile Red. Detailed application, specification, and coverage data are designed to provide the architect, engineer, or building trades with all the information needed to select and apply it properly with brush, roller, or spray, according to the manufacturer.

Copies of the brochure (No. BP 3063) may be obtained by writing: L. Sonneborn Sons, Inc., Building Products Division, Dept. H, 404 Fourth Ave., New York 16, N. Y.

Enter M64 on Inquiry Card

New Oil-Burning Salamander Offered

A new oil-burning salamander for use in maintaining safe curing temperatures for concrete work in freezing weather is announced by the Scheu Products Co. of Upland, Calif. The Hy-Lo Salamander operates on

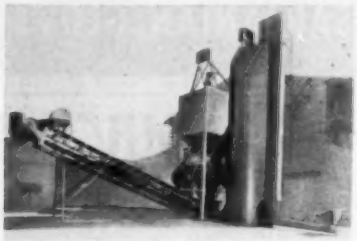
a return gas principle said to end smoke and eliminate soot. It produces 70,000 to 140,000 BTU's per hour using ½ to 1 gallon of fuel oil. Its large stack with a diffusion hood, stands over five feet high, and is said to throw a highly effective volume of both radiant and convected heat, in all directions.

Also recommended for providing on-the-job warmth for workmen, the Hy-Lo Salamander is easily carried from place to place. The bowl capacity is ten gallons. The burning rate can be adjusted. It requires no skilled attendant and is operational 24-hours per day. The Hy-Lo Salamander is available locally in all principal cities. For literature or information write Scheu Products Co. 299 Stowell St., Upland, Calif.

Enter M65 on Inquiry Card

Fast Setup Offered By New Batch Plant

The "Two Seventy-Five," a concrete batch plant that disassembles into three mobile units, has been added to the growing line of C. S. Johnson portable plants. Three alternate bin sizes give a wide range of capacities while handling four aggregate sizes. The three bin sizes have 33, 50 and 67 cu. yd. capacities (50, 75 or 100 tons at 3000 lbs. per cu. yd.). A pivoted distributor is manually controlled from ground level or may be equipped for remote control. Maximum erection lift is only 7½ tons.



A 3½ cu. yd. Concentric Batcher has standard manual aggregate control with semiautomatic cement control. Automatic controls are available. The plant is equipped with Johnson beam-type scales.

Live-storage shelf and spout to the batcher are features of the new plant's 350-barrel capacity "Porto-

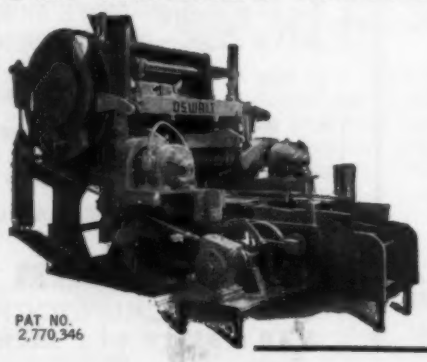
OSWALT Block Machine insures QUALITY PRODUCTION

SIMPLICITY OF OPERATION

MAXIMUM RATE OF PRODUCTION

HIGH QUALITY OF BLOCKS

IMPROVED PLANT EFFICIENCY



PAT NO. 2,770,346

The OSWALT Block Machine combines exclusive design and operating advantages that result in high output of more perfect blocks without sacrifice of quality.

Oswalt engineers can greatly improve the operating efficiency of *your* plant, and help you maintain profits under today's difficult conditions.

Write TODAY for full details

OSWALT ENGINEERING SERVICE CORP.

1335 Circle Ave., Forest Park, Ill.

Phones: EStebrook 8-4664 (Chicago) FOrest 6-2798 (Suburban)

Silo." The cement elevator is powered by a 7½-hp. motor. Working with a screw conveyor with undertrack attachment, or 30 in. square hopper, it can handle 180 barrels of cement per hour. A 240-barrel per hour elevator and screw conveyor are optional. Low pressure compressor for cement aeration is included in the plant package.

For additional information, write C. S. Johnson Co., Champaign, Ill.

Enter M66 on Inquiry Card

Has Fork Lift For Double Cube Block

Towmotor Corp., Cleveland, Ohio, announces the availability of Gerlinger S series fork lift truck with specially engineered forks and carriage designed for efficient handling of double cube aggregate building blocks. Twelve forks 48 in. long, 1½

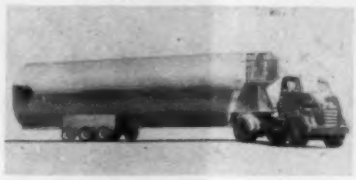
in. wide and 2½ in. thick are mounted on a special fork carriage 96 in. wide. The carriage is designed to shift laterally for quick alignment of forks to load and as an aid in depositing the load where maneuvering space is at a minimum. For greatest economy the block handling carriage is mounted on either the S or the W series fork lift trucks with a lifting capacity of 10,000 lbs. to 22,000 lbs.

For complete information, write Gerlinger Carrier Co., Dallas, Ore., or Towmotor Corp., 1226 East 152nd St., Cleveland, Ohio.

Enter M67 on Inquiry Card

Offer Portable Cement Silo in Various Sizes

Engineered Equipment, Inc., Waterloo, Iowa, has developed a portable cement silo with a choice of various sizes, 8 ft. diameter with a capacity from 125 to 250 bbls. and 10 ft. with



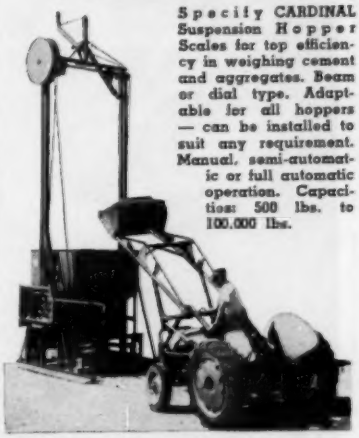
a capacity from 125 to 460 bbls. According to the manufacturer, a bucket elevator is built integrally with and inside the silo to conserve space. Both sizes are available with or without 30 to 50-barrel up-stairs storage from which to charge separate cement batcher. Manual or automatic scales are optional.

Tandem pneumatic tired towing wheels, and fifth wheel for attaching to truck-trailer facilitates hauling these silos anywhere, anytime. Electric brakes are optional. For complete details about these portable silos, write Engineered Equipment, Inc., Waterloo, Iowa.

Enter M68 on Inquiry Card

CLASSIFIED ADVERTISING IN *CONCRETE* MOVES USED EQUIPMENT FAST!

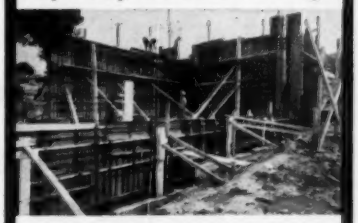
"STANDARD WEIGHERS"
Cardinal Scales
in Concrete Batching Plants
RELIABLE — DURABLE



Specify CARDINAL Suspension Hopper Scales for top efficiency in weighing cement and aggregates. Beam or dial type. Adaptable for all hoppers — can be installed to suit any requirement. Manual, semi-automatic or full automatic operation. Capacities: 500 lbs. to 100,000 lbs.

CARDINAL SCALE installation
Photo courtesy of L. O. Funderburk, Jr., Mfg. Co., Camden, S. C.
Write Today For Information, Dept. C
Cardinal
SCALE MFG. CO.
P. O. Box 28 — Webb City, Mo.

EFCO STEEL FORMS
speed-up concrete forming



EFCO Steel Forms used on Brandeis University Library to save time, labor, material. Forms quickly lock together with a simple twist of a clamp. Easily aligned. Lifetime steel faces. Low original cost. Free form erection drawings for each project.
OTHER FORMS ON A RENTAL BASIS

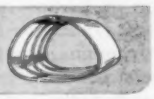
Economy Forms Corp.
Box 128-H, H. P. Station
Des Moines, Iowa

Please send catalog on EFCO Steel Forms, and address of nearest sales office (there are 24 coast-to-coast).

Name_____
Firm name_____
Street address_____
City_____ State_____

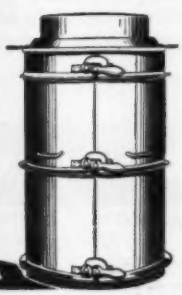
No Matter What SIZE...

No Matter What SHAPE...

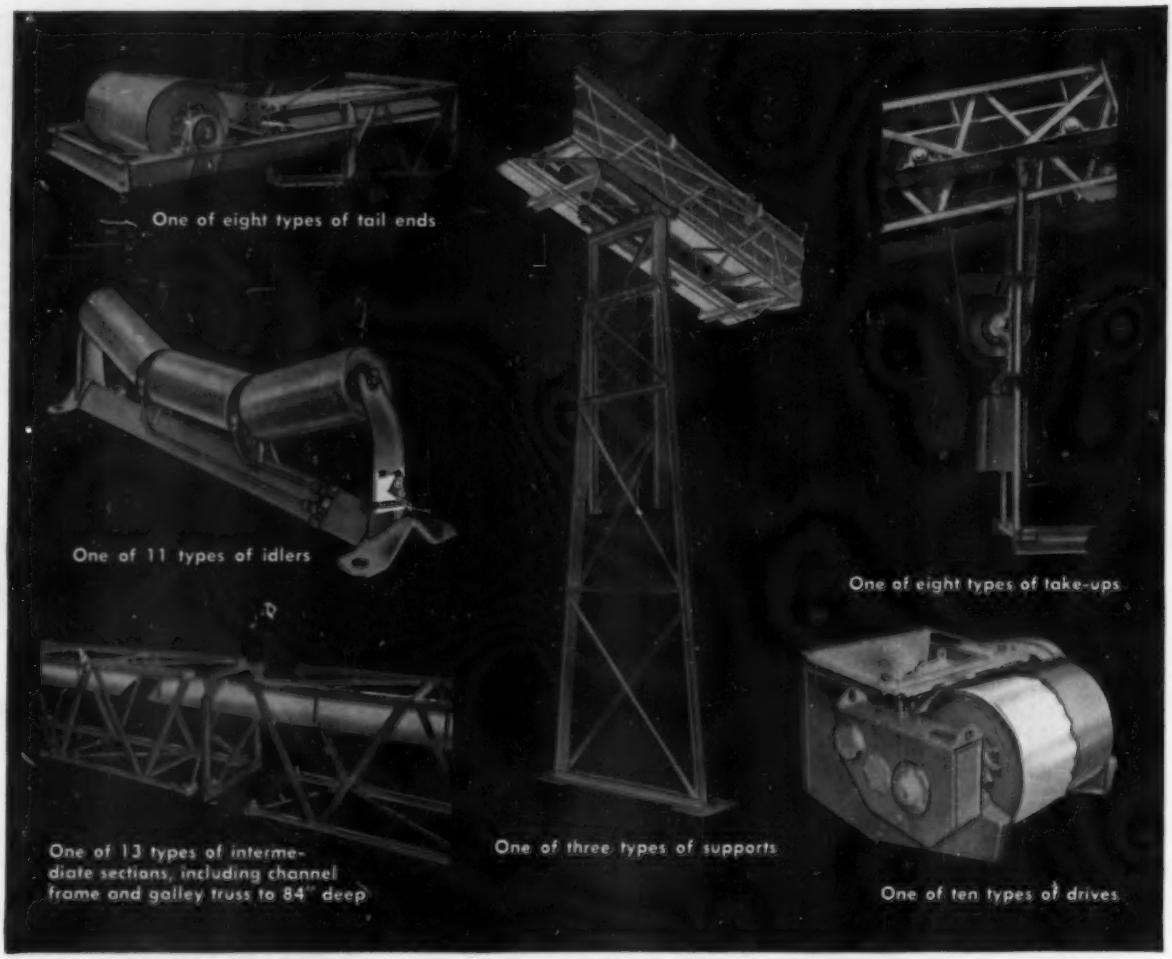


QUINN CONCRETE PIPE FORMS
Set The STANDARD For Producing Quality Pipe!

Over 50 years of experience go into the production of every Quinn Concrete Pipe Form. That's why the Quinn Heavy Duty form is recognized as the STANDARD the world over for producing quality concrete pipe at the lowest cost. Used in making pipe by vibration, spading, or tamping. Sizes for pipe 10" to 120" and larger. Tongue and groove (as shown) or bell end pipe in any length desired. No matter what size, shape, or length pipe you need, there's a Quinn pipe form made to fit your requirements. Write today for our FREE catalog and estimates.



Also Manufacturers of QUINN CONCRETE PIPE MACHINES
Quinn WIRE & IRON WORKS BOONE, IOWA


One of eight types of tail ends
One of 11 types of idlers
One of 13 types of intermediate sections, including channel frame and galley truss to 84" deep
One of three types of supports
One of eight types of take-ups
One of ten types of drives

Pictured here are just a few of the many Barber-Greene standardized conveyor components. Each is available in a wide variety of types and sizes, with unmatched flexibility for countless ways of assembly. Write for new bulletin.

Boost conveyor efficiency and cut costs with Barber-Greene standardized components

Every year, more and more belt conveyor installations — long and short, simple and complex — are made up of Barber-Greene standardized, "packaged" components. This standardization means fast, off-the-shelf delivery . . . almost limitless combinations of assembly that cut time and costs on any bulk material handling job . . . components completely interchangeable . . . spare parts readily available . . . simple selection and pricing right from the catalog. Light or heavy, Barber-Greene has the complete conveyor installation you need.

You save these six ways:

- You save special engineering time and expense.
- You save delivery time.
- You save erection time and expense.
- You save on alignment.
- You save on replacement costs.
- You save down time.

38-34-PE

Barber-Greene BG

AURORA, ILLINOIS, U.S.A.

CONVEYORS . . . LOADERS . . . DITCHERS . . . ASPHALT PAVING EQUIPMENT

CLASSIFIED ADS

$10.00 per column inch. Closing date for classified advertising copy is 15th of preceding month.

FOR SALE

CONCRETE TRUCK MIXERS

5 Jaegers .. 3-4½ cubic yard capacity
2 Smiths .. 3-4½ cubic yard capacity
$300 each .. as is, subject to prior sales.

CONCRETE TRANSPORT MIXER CO.
4983 Fyler Ave., St. Louis 9, Mo.
Phone: FLanders 2-7800

FOR SALE

A Columbia Block Machine for making three 8" blocks at a time . . . adapted for units up to 12" high.

Address Box A-52, care CONCRETE
400 W. Madison St., Chicago 6, Ill.

FOR SALE

We have for sale, the following: One Kent Three Machine, used less than sixty days. $16,500.00 F.O.B. plant. Terms can be arranged with good credit rating. Fifty new racks and fourteen hundred 5/16 x 18½ x 26 pallets — priced right.

Address: Box A-50, care CONCRETE 400 W. Madison St. Chicago 6, Ill.

FOR SALE

Cored steel pallets.
Plain steel pallets.
All sizes — New.

BLEIM STEEL COMPANY
3001 South Avenue Toledo 9, Ohio
Phone: EVergreen 2-3496

HYDRAULIC JACKS

MODEL J400-30
400 Tons at 5,589 p.s.i.
Stroke 30" — $2,475.00
JACKS 10 to 400 TONS

HYDRAULIC POWER UNITS
REMOTE CONTROL UNITS
SINGLE STAND JACKS
ACCESSORIES

For Complete Information, Write
P. O. Box 3748

MANUFACTURERS
G. T. BYNUM CO.
TULSA, OKLAHOMA

FOR SALE

Kent Twin Block Machine
Front Pallet Feed
Magnetic Offbearer
1,500 Pallets
40 Racks
1 - Marion ¾ Yard Crane - $5,500.00

PUNTA GORDA READY MIXED CONCRETE, Inc.
520 King Street Punta Gorda, Florida.

PALLET CLEANING

We have the most modern machines in use and can do your pallet cleaning to meet your work schedule. There is no extra charge for transporting our machines as they move on our own trucks.

EASTERN PALLET CLEANING, INC.
2424 95th Street North Bergen, New Jersey
Phone: Union 9-0260

WANTED

EXCELLENT OPPORTUNITY for experienced Cast Stone Model and Mold Maker. State age, where employed, salary expected and years experienced in ormental cast stone. All replies held confidential.

McLAUD CONCRETE PRODUCTS CO.
Box 486, Gastonia, N.C.

DRAIN TILE TEES

Strip out completed tees from your concrete drain tile machine with this special casing up to 80 per hour. Special introductory price. Thirty day guarantee.

CONCRETE SPECIALTIES CO.
5500 Richfield Rd. Flint, Mich.

EQUIPMENT FOR SALE

(3) Complete Ready-Mix Concrete Heating Plants as follows:

(1) 100 H. P. Cleaver-Brooks Steam Generator
(1) O & S Powermaster, 50 H. P. Steam Generator
(1) Cylatherm, 90 H. P. Steam Generator

All of the above are complete with automatic controls and hot water tanks equipped with Patterson Kelly coils. Any one of the above units will supply enough steam and hot water to produce 150 yards of heated concrete per hour.

(2) 150 ton - 6 compartment Heltzel Batching Bins, 4 compartments for aggregates and 2 separate compartments for cement, together with 500 barrels cement silo, undertrack screw, cement elevator and separate scales.

(1) 100 ton - 3 compartment Batching Bin with 2 yard weigh box

(3) Model C-90-64 Tandem Axle Autocar Trucks with 5½ yard Smith Mixers

(2) Model DC-100-64 Tandem Axle Autocar Trucks with 6½ yard Smith Mixers

(1) Model F8-Ford with 3½ yard Smith Mixer

GENERAL SAND AND STONE CORPORATION

703 Oakwood Avenue
West Hartford, Connecticut

FOR SALE

1 - Fleming 180 Block Machine with five molds.
1000 - Steel pallets.
34 - Curing racks.
1 - Fleming one bag mixer.
1 - Belt conveyor.
3 - Splash block molds.
1 - Bicycle stand mold.

LAWRENCE CONCRETE PRODUCTS
Winfield, Kansas

GERSON'S GOOD WILL BUILDERS

Advertising necessities for the block industry. Line pins, twigs, corner blocks, calculators. Complete catalog on request.

GERSON COMPANY
99 Deering Road
Mattapan 26, Mass.

PLAIN PALLET BLOCK MACHINE FOR SALE

We have recently taken several Fleming-180 Automatic Block Machines on trade. They are being offered for sale at $1200—$1600 complete. For DETAILED information contact:

FLEMING MANUFACTURING COMPANY
Cuba, Missouri.

INVENTORS AND MACHINE DESIGNERS

National manufacturer is desirous of obtaining manufacturing and sales rights on any equipment or improvements used in concrete products plants on a royalty or outright purchase basis. Patents not essential. Protection guaranteed.

Address: Box E-4, care CONCRETE
400 W. Madison St, Chicago 6, Ill.

PLAIN PALLET CLEANING

We truck our machine to your plant and supervise entire cleaning and planing off of pallet residue. No need to shut down as we will keep up with production.

EDWARD A. LOBSTEIN
31521 Cyril Drive Fraser, Michigan.
Phone: Prescott 2-1135

FOR SALE

CONCRETE BINS

Used Concrete Plant, including 150 Ton, 4 compartment bins, dial beam scales, water meter, 3 yd. Smith Tilting Mixer with 40 hp electric motor, 200 bbl. ground storage cement bins, screw conveyor with bucket elevator, aggregate belt conveyor.

Dismantling now — ready for shipment.

DUNHAM PRICE, INC.
P. O. Box 1023
Lake Charles, La.
Phone: Hemlock 9-5766

For more information use postcard facing page 56.

PALLET CLEANING

No Need to Shut Down — Latest Type Machine Serving the South at Your Plant.

SOUTHEASTERN PALLET CLEANING SERVICE
5920 Terry Parker Drive North
Jacksonville, Florida.
PHONE: RAymond 4-4676 or ELgin 6-7957

FOR SALE

Used Carpentor Septic tank forms.
2 - complete 750 gallon forms.
3 - complete 500 gallon forms.
4 - delivery grippers (2-500, 2-750).
1 - pair 500 turners.
1 - pair 750 turners.
All this equipment can be seen in operation at our Johnson City, Tennessee plant.

BOLTON CONCRETE PRODUCTS CO.
101 Division St., Johnson City, Tenn.
Phone 406

WANTED TO BUY

1,000 - ¼" x 18" x 20" steel pallets for Columbia Machine. Must be unbent and in good condition.

Contact:

MAPLES CONCRETE BLOCK CO.
P.O. Box 75, Cohutta, Ga.
Phone: Broadway 8-1950
or Oxford 4-2511

WANTED

Representative actually calling on concrete block industry to represent substantial processing equipment on commission to large block manufacturers. Must be thoroughly familiar with processing methods of the industry. Responsible manufacturer, attractive proposition, territorial protection. For full details Address:

Box A-51, care CONCRETE
400 W. Madison St. Chicago 6, Ill.

SALESMAN WANTED

By Block Machine manufacturer for established sales territories - one in the Southwest, one in the Middlewest. Our Sales organization knows about these openings. Submit in confidence, complete resume of past experience and personal data.

Address: Box A-49, care CONCRETE
400 W. Madison St., Chicago 6, Ill.

E. L. CONWELL & CO.

Established 1894

ENGINEERS • CHEMISTS

INSPECTORS

Cement, Chemical and Physical Laboratories
Tests of Cement, Concrete, Sand, Steel, Cement Block, Cement Brick.
Chemical Analyses of All Commercial Products. Complete Technical Supervision of Central Mixed Concrete Plants.

2024 ARCH ST. • PHILADELPHIA, PA.

SWAP — SELL — BUY
BLOCK MACHINES

Stearns #7 & 9 Joltcretes.....	$ 500.00	each
(Joltcrete owners at this price buy one for spare parts.)		
Mold Boxes #7 & 9	150.00	each
Truckman Platform Lift 4000 lbs. capacity	495.00	
2 Air Offbearers Stearns #7 & 9	250.00	each
2 Hand Lift Trucks	175.00	each
1 Lithibar 2-Block Machine complete with 1000 plain steel pallets 18" x 22"	2900.00	
1 Stearns 42 cu. ft. Mixer. Practically new. Complete with motor	2500.00	
100—Racks for cored steel pallets	10.00	each
100,000 pressed steel pallets in stock (Send tracing or sample for quotation).		

WRITE • WIRE • PHONE
Mr. McCaughey

Send in list of equipment you need. If we don't have it in stock, we usually know where we can find it at a bargain.

GENERAL ENGINES CO., INC.
Route 130 Thorofare, N.J.
PHONE: Tilden 5-5400

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For Cement and Concrete

COLOR YOUR CONCRETE WITH LANSCO CEMENT COLORS, available in 40 ATTRACTIVE shades. Suitable for all types of concrete products. Write for our new color card, copy of "Suggestions For Using Cement Colors," and for free samples and price list.

Manufactured by:

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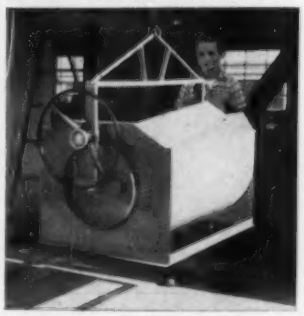
Use SUPERIOR
CONCRETE BUCKETS



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FINGER TIP CONTROL
CAPACITY — 1 TO 3 BAG MIX
Write For Details Today
SUPERIOR CONCRETE MCHY. CO.
1583 S. High St., Columbus 7, O.

Keep Key Men Busy With Inside Winter Work

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BASEMENT SILL

BIG PROFITS POSSIBLE IN PRECAST SPECIALTY ITEMS

New! Metal Molds for Rail Fence Posts

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More Than 100 Items for Immediate Delivery Including:

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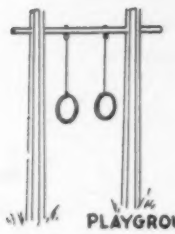
R. L. SPILLMAN CO.

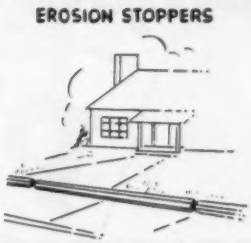
Box 534-S Station O Columbus 7, Ohio

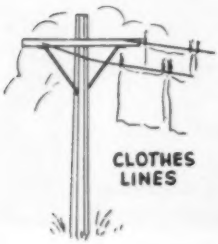
BEST-SELLERS

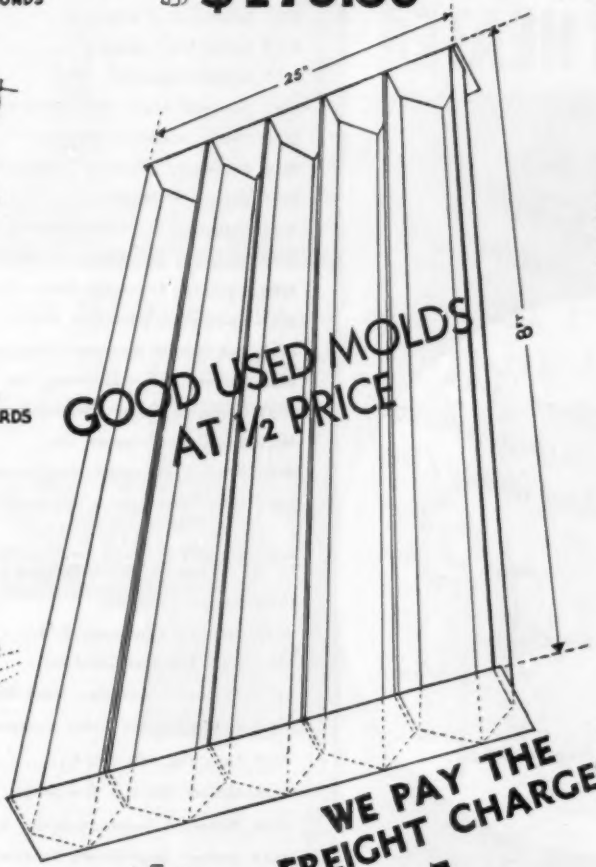
14 Ways to Sell Concrete Fence Posts...



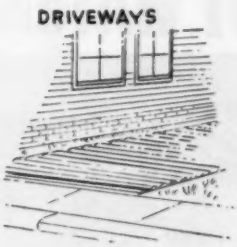
$179.50

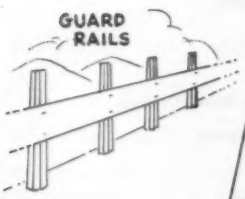




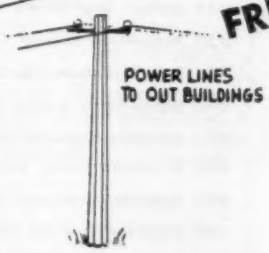


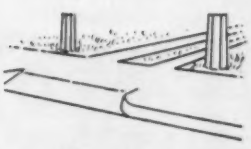
GOOD USED MOLDS AT 1/2 PRICE





WE PAY THE FREIGHT CHARGES





WILLIAM M. CHASE COMPANY

3106 Purdue Street — Houston 5, Texas

For more information use postcard facing page 56.

USING HOT WATER?

nothing can compare with

Pick

HOT WATER HEATERS

Automatic, positive, temperature and volume control!
Trouble-free!
no tanks
no floor space
Just Pick in your steam and water line!
Keep pouring concrete in all cold weather
. . . like these folks in Illinois — who said, just recently*:

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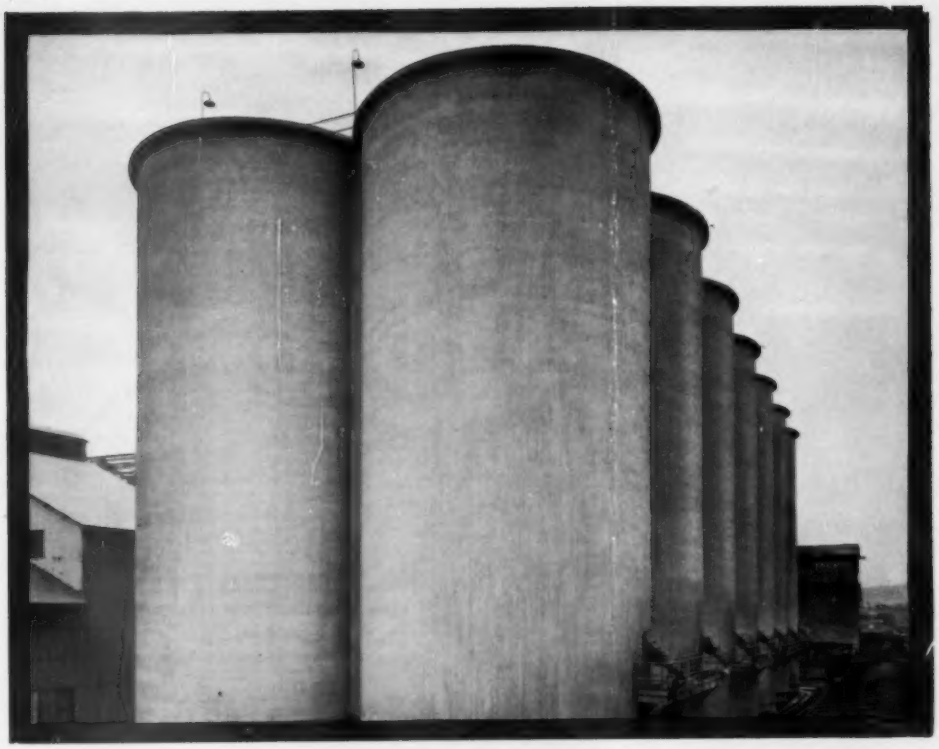
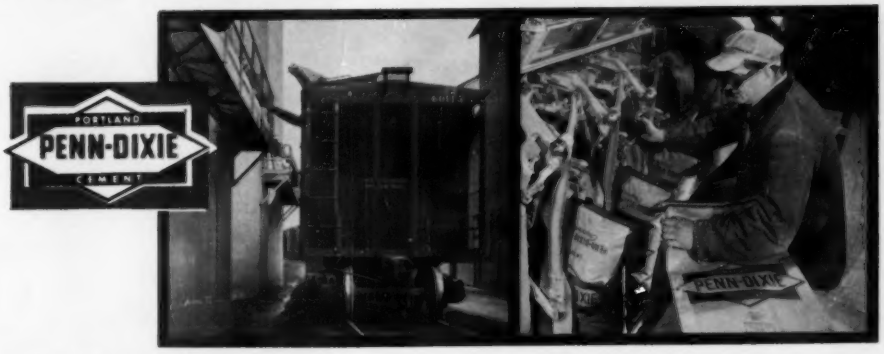


Huge Silos Store "Harvest" of Penn-Dixie Cement—For Package or Bulk Shipment



Penn-Dixie cement is stored in huge silos until the time comes for shipment. It is then either shipped in bulk or in paper bags. Silos like those shown above each contain 15,000 barrels . . . this entire battery of 14 silos holds over 200,000 barrels of Penn-Dixie cement!

The packaging operation is largely automatic. An ingenious self-closing valve in the paper bag is placed over the nozzle or loading tube of the packing machine. The flow of cement is automatically shut off when 94 pounds have entered, and the bag seals itself from the inside by the pressure of the cement. When shipped in bulk, the cement is pumped into covered hopper cars which were originally devised for the cement industry.

When it leaves our mill every ounce of Penn-Dixie cement is guaranteed to meet the most exacting specifications for consistency and quality.

Penn-Dixie means Permanent Dependability

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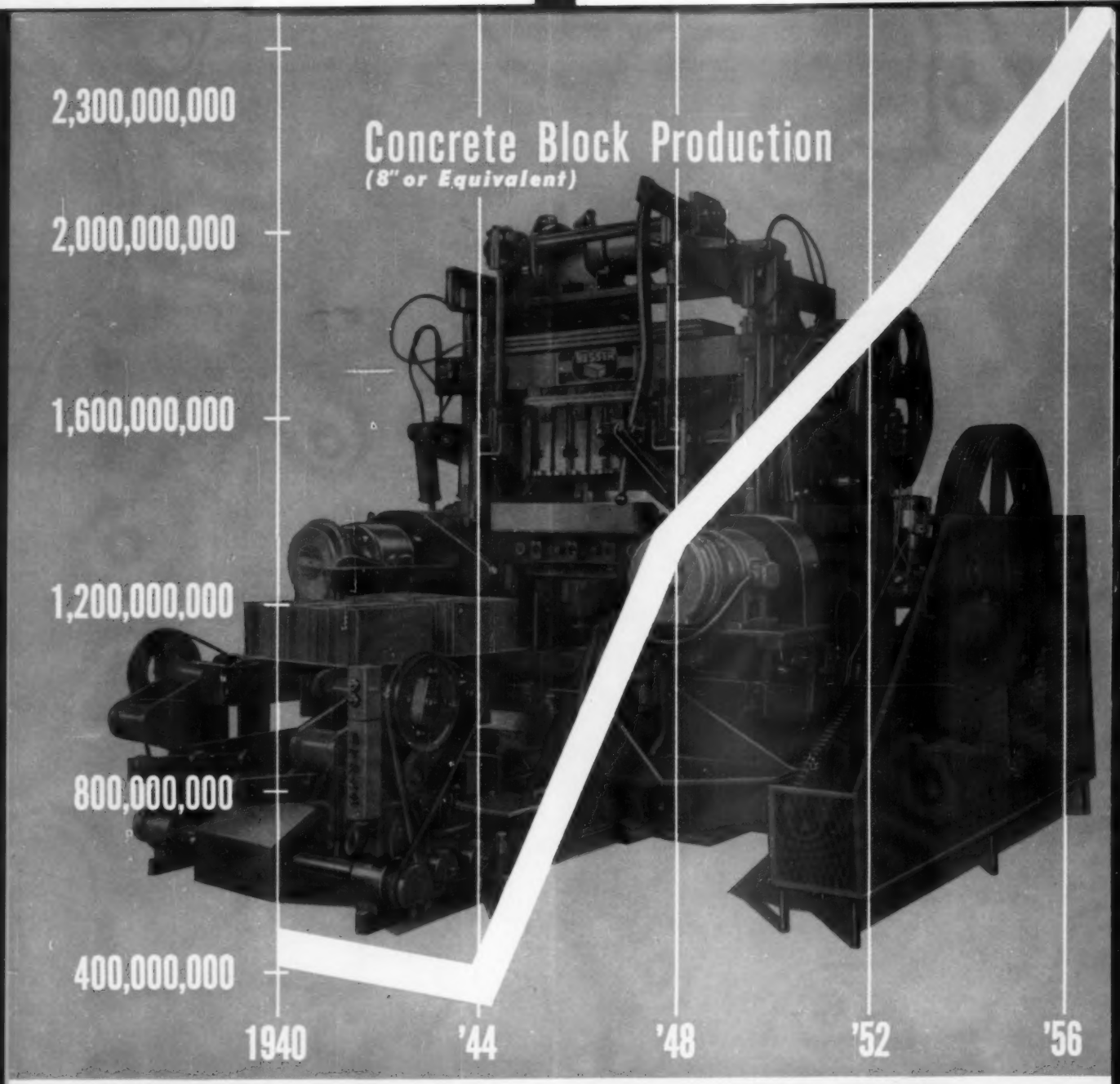

AMAZING GROWTH

of the Concrete Block Industry!

Still in its infancy at the turn of the century, the Concrete Block Industry has since grown by leaps and bounds. In 1946, for the first time in its history, the Industry produced more than a billion block (8" or equivalent). In 1954, the Industry hit the two billion mark. And, in the comparatively near future, the Industry will have reached the four billion mark. In pondering over this amazing growth, you might well ask yourself this question — where **would the Industry be today without the development of the world-famous BESSER VIBRAPAC with its ever-increasing productive capacity?**

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Dept. 127, Alpena, Michigan, U. S. A.

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